



Travel South - *Sounds of the South* **Post Campaign Report**

1st October 2025 – 15th February 2026

April 2026

Travel**South**
All Y'all Are Welcome **USA**



Sounds of the South Content Hub

Home > Destinations > Americas

Sounds Of The South

Discover the heart and soul of America through iconic Southern states: Mississippi, North Carolina, South Carolina, Alabama, Louisiana, and Tennessee. Join us as we celebrate the rich history, vibrant culture, soulful music, and unforgettable cuisine that define the South.

Sounds Of The South

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Sounds Of The South Offers

- Chattanooga, South Carolina
- North Carolina
- Florida Adventure through Lake Wales
- Florida's Keys

Get in touch and book your perfect holiday with Hays Travel!

Get in touch and book your perfect holiday with Hays Travel!

- MISSISSIPPI
- LOUISIANA
- ALABAMA
- TENNESSEE
- NORTH CAROLINA
- SOUTH CAROLINA
- HUNTSVILLE
- RALEIGH
- MOBILE
- TUPELO
- SEVIERVILLE

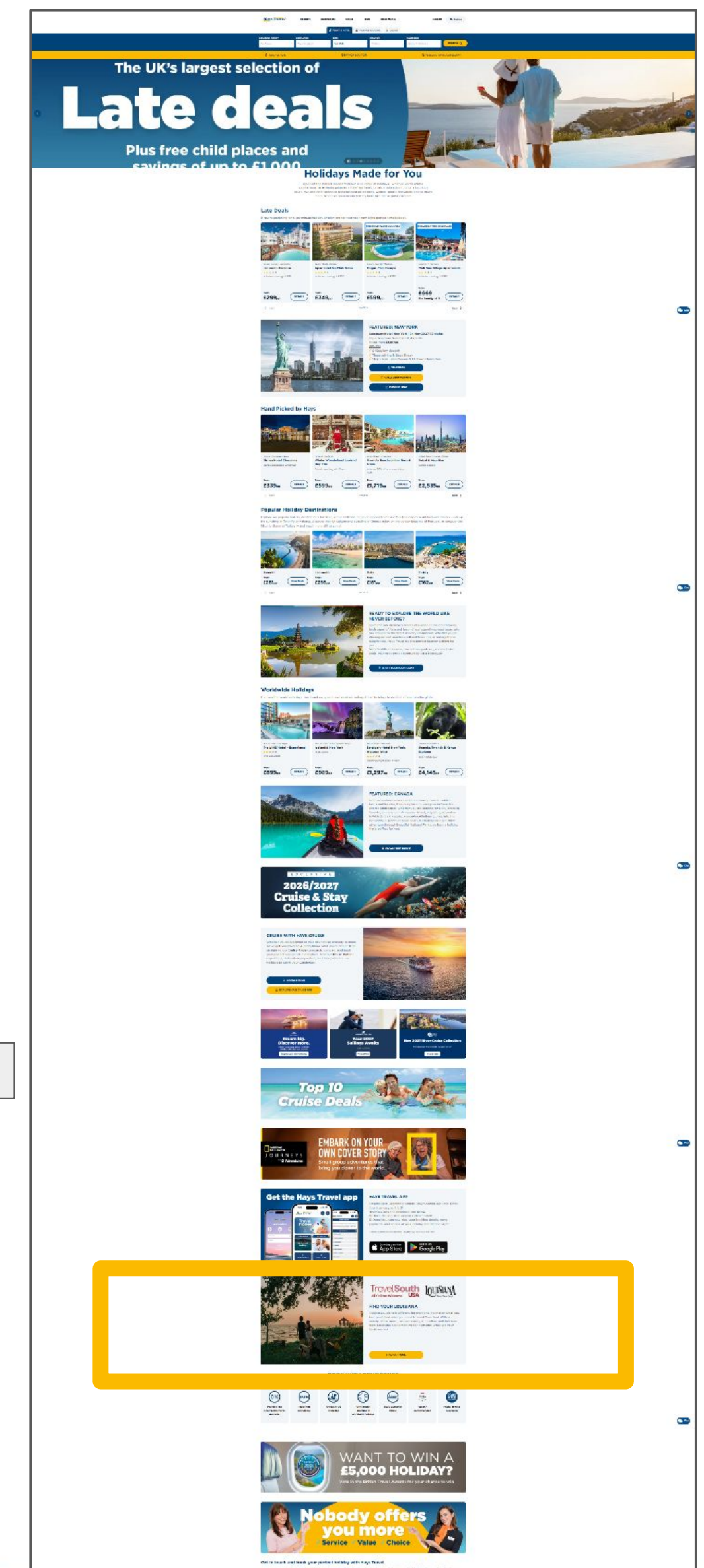
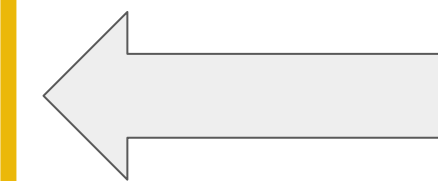
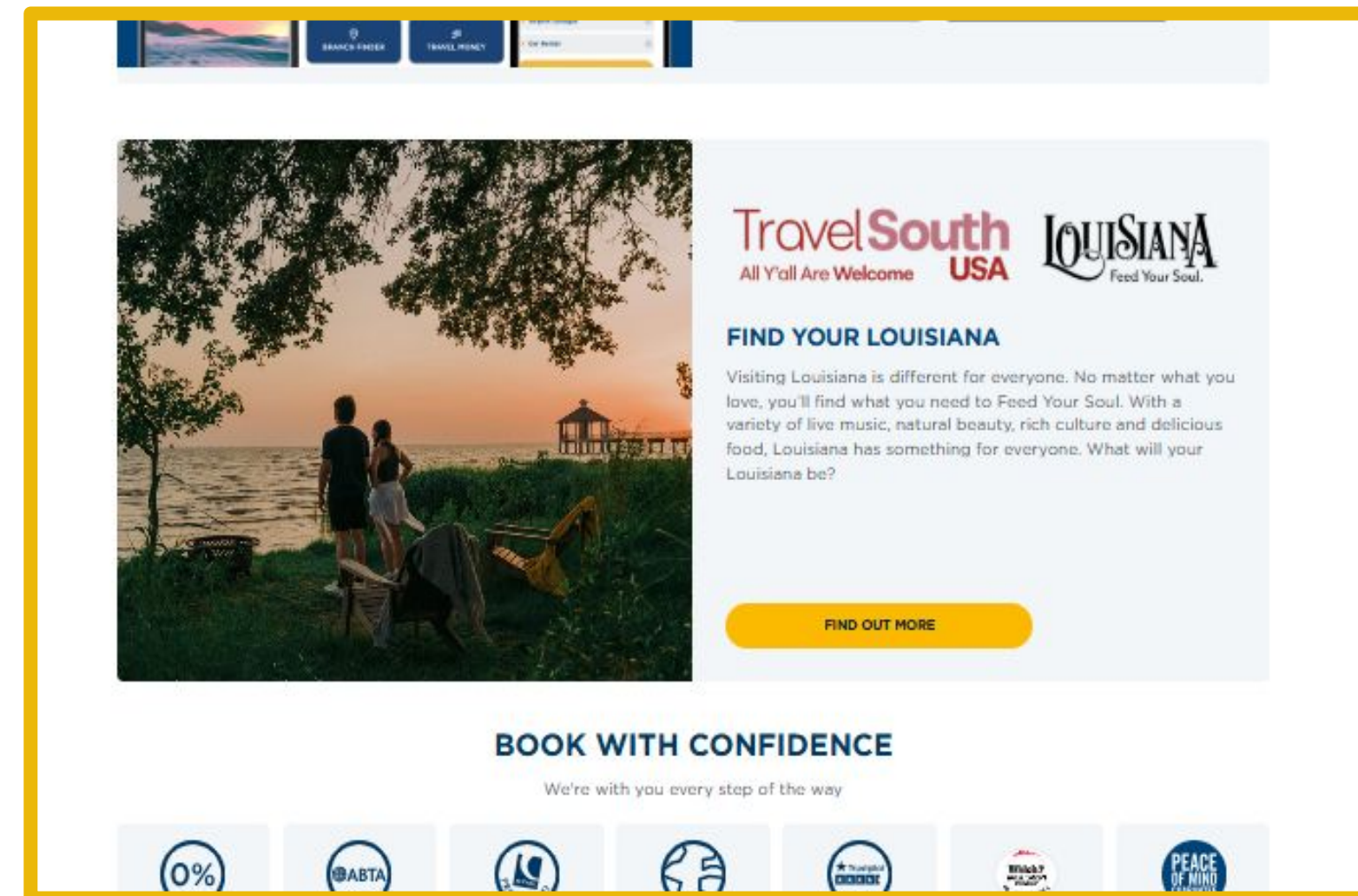
<https://www.haystravel.co.uk/destinations/americas/sounds-of-the-south/>

Homepage native placement

Large rectangle native merchandising banner featured on the main homepage, driving traffic to a dedicated Sounds of the South landing page


Performance stats

- Impression target: 284,000
 - Delivered: 292,242
 - Clicks: 7,143
 - CTR: 2.44%*
- *Hays benchmark 0.40%



Homepage native placement

View More Worldwide Holidays



TravelSouth All Y'all Are Welcome **USA** North Carolina **NC** visitnc.com

EXPLORE NORTH CAROLINA'S WONDERS

From the majestic Appalachian peaks to the serene Atlantic shores, North Carolina promises unforgettable adventures. Embark on thrilling outdoor pursuits, savour culinary delights like sustainable oysters and renowned BBQ, and immerse yourself in rich history and vibrant culture. Discover Raleigh's museums, the iconic Biltmore, and soulful tunes at Merlefest and other music festivals honouring local legends like Coletrane.

[FIND OUT MORE](#)

View More Worldwide Holidays




TravelSouth All Y'all Are Welcome **USA** Sweet Home **Alabama**

2025 - THE YEAR OF TRAILS

Explore Alabama's breathtaking outdoors in 2025, declared the Year of Trails. From the scenic Monte Sano State Park to the rich biodiversity of Cahaba Biosway, discover hiking, biking, and boating adventures. Embrace diverse landscapes like the Sandy Wilderness and unique coastal trails, experiencing the true beauty and adventure Alabama offers.

[FIND OUT MORE](#)

SEARCH FILTER TRAVEL PLANET




TravelSouth All Y'all Are Welcome **USA** **LOUISIANA** Feed Your Soul.

FIND YOUR LOUISIANA

Visiting Louisiana is different for everyone. No matter what you love, you'll find what you need to Feed Your Soul. With a variety of live music, natural beauty, rich culture and delicious food, Louisiana has something for everyone. What will your Louisiana be?

[FIND OUT MORE](#)




TravelSouth All Y'all Are Welcome **USA** **TENNESSEE** SOUNDS PERFECT

TASTE TENNESSEE'S SOULFUL HARMONY

Dive into Tennessee's culinary delights, where every dish is a melody of flavours. Savour classic barbecue and hot chicken while the soulful tunes of country and blues play in the background. Experience a vibrant blend of music and food that captures the heart of Tennessee, inviting you to indulge in its rich cultural tapestry.

[FIND OUT MORE](#)

View More Worldwide Holidays




TravelSouth All Y'all Are Welcome **USA** VISIT **MISSISSIPPI**

SAVOUR MISSISSIPPI'S BLUES FLAVOUR

Explore Mississippi's culinary scene, where the rich flavours of Southern fare meet the soulful sounds of the blues. Indulge in catfish and tamales at vibrant juke joints, and let the music guide you. Visit the Delta Blues Museum to delve deeper into the roots of this iconic genre, and taste the harmony between Mississippi's culinary and musical legacy.

[FIND OUT MORE](#)



TravelSouth All Y'all Are Welcome **USA** **DISCOVER** South Carolina

DISCOVER SOUTH CAROLINA'S CHARM

Whether you're travelling for food, fun or family time, the Palmetto State is full of unforgettable moments and one-of-a-kind experiences waiting to be discovered. Stroll along beachside boardwalks, hike scenic mountain trails to stunning waterfalls and experience local traditions at festivals across the state.

[FIND OUT MORE](#)

BOOK WITH CONFIDENCE

Homepage native placement

SEVIERVILLE TENNESSEE

SEVIERVILLE: GATEWAY TO ADVENTURE

Discover Sevierville, Tennessee, the charming hometown of music legend Dolly Parton. Nestled in the foothills, it offers unparalleled outdoor adventures in the Great Smoky Mountains National Park, a UNESCO World Heritage Site. From hiking trails to stunning vistas, immerse yourself in the natural beauty and vibrant culture of this incredible destination. Experience the magic and adventure of Sevierville today!

BOOK WITH CONFIDENCE
We're with you every step of the way

visitRaleigh

SAVOUR RALEIGH'S CULINARY DELIGHT

Indulge in Raleigh, North Carolina's vibrant food and drink scene. From farm-to-table eateries to innovative breweries, the city offers a delectable array of flavours. Explore local markets, enjoy Southern delicacies and experience the creativity of Raleigh's chefs and brewers. Whether you're a foodie or a casual diner, Raleigh promises a memorable culinary journey.

BOOK WITH CONFIDENCE
We're with you every step of the way

Huntsville, Alabama
Gravitate Here.

HUNTSVILLE, ALABAMA: A CITY THAT PULLS YOU IN

Discover Huntsville, Alabama, where cutting-edge innovation meets rich history and culture. Explore the U.S. Space & Rocket Center, delve into fascinating museums, and enjoy vibrant arts and culinary scenes. Huntsville offers a unique blend of scientific discovery and Southern hospitality, making it an unforgettable destination for travellers seeking adventure and inspiration.

BOOK WITH CONFIDENCE
We're with you every step of the way

visit Mobile Alabama

BORN TO CELEBRATE

MOBILE: UPGRADE YOUR EXPECTATIONS

Dive into Mobile, Alabama, where vibrant art, music, and culture await. Stroll through lively art districts, explore museums, and enjoy live music that echoes the city's rich heritage. Experience the oldest Mardi Gras celebration in the U.S., and savour the unique blend of Southern and coastal flavours. Discover a city alive with creativity and tradition at every turn.

BOOK WITH CONFIDENCE
We're with you every step of the way

tupelo
tupelo.net

EXPLORE ELVIS PRESLEY'S ROOTS

Visit Tupelo, Mississippi, the birthplace of Elvis Presley. Discover his humble beginnings at the Elvis Presley Birthplace and embark on Elvis' Tupelo Driving Tour. Immerse yourself in live music that continues the legacy of this international icon. Experience the vibrant culture and deep musical history that make Tupelo a must-visit destination for fans and travellers alike.

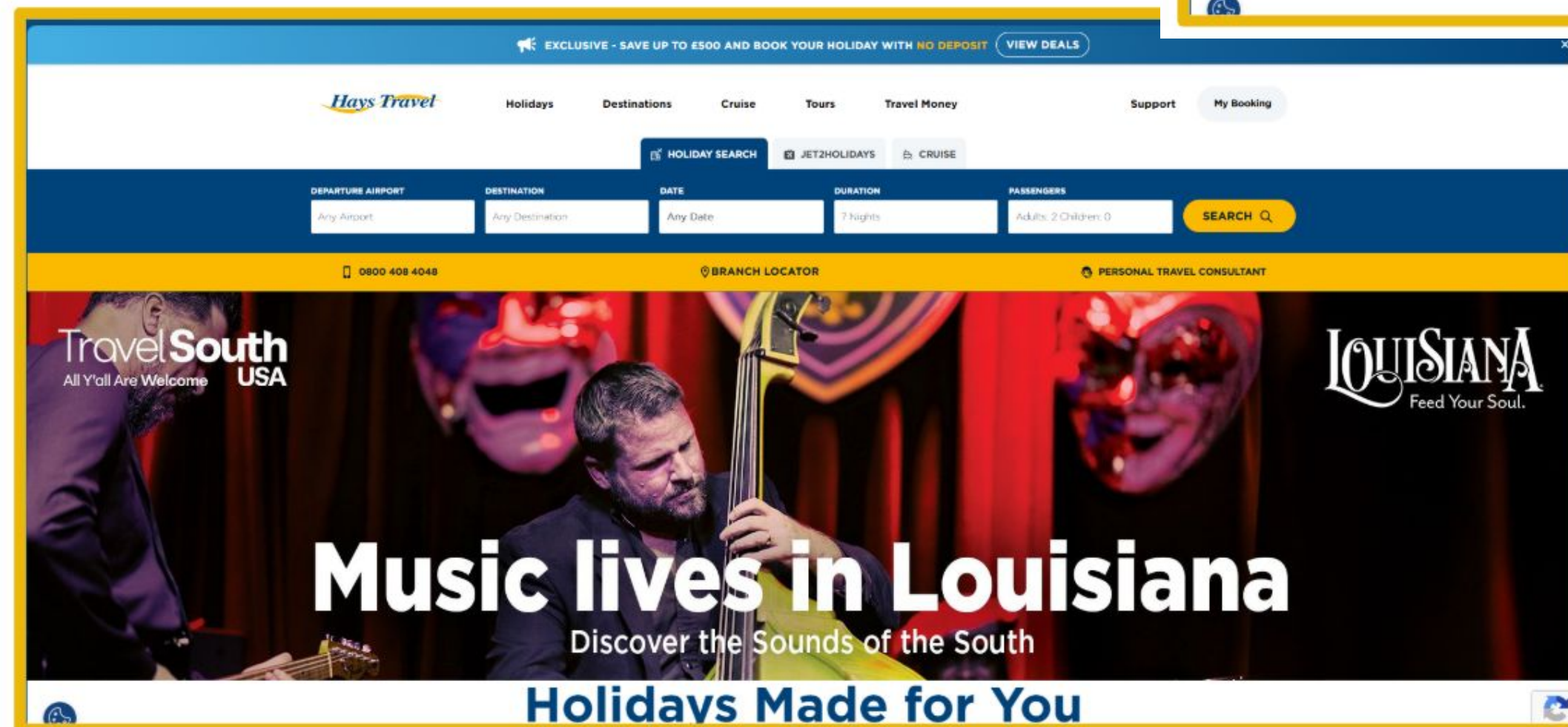
BOOK WITH CONFIDENCE
We're with you every step of the way

Native run of site - (high impact placement)

High impact hero carousel on our Homepage, driving traffic to a dedicated landing page

Performance stats

- 2 week placement - per creative
- Total clicks: 502



Native run of site - (high impact placement)

EXCLUSIVE - SAVE UP TO £500 AND BOOK YOUR HOLIDAY WITH NO DEPOSIT [VIEW DEALS](#)

Hays Travel Holidays Destinations Cruise Tours Travel Money Support My Booking

HOLIDAY SEARCH JET2HOLIDAYS CRUISE

DEPARTURE AIRPORT: Any Airport DESTINATION: Any Destination DATE: Any Date PASSENGERS: Adults: 2 Children: 0 [SEARCH](#)

0800 408 4048 BRANCH LOCATOR PERSONAL TRAVEL CONSULTANT

Travel South USA All Y'all Are Welcome

NC North Carolina visitnc.com

Music lives in North Carolina

Discover the Sounds of the South

Holidays Made for You

EXCLUSIVE - SAVE UP TO £500 AND BOOK YOUR HOLIDAY WITH NO DEPOSIT [VIEW DEALS](#)

Hays Travel Holidays Destinations Cruise Tours Travel Money Support My Booking

HOLIDAY SEARCH JET2HOLIDAYS CRUISE

DEPARTURE AIRPORT: Any Airport DESTINATION: Any Destination DATE: Any Date DURATION: 7 Nights PASSENGERS: Adults: 2 Children: 0 [SEARCH](#)

0800 408 4048 BRANCH LOCATOR PERSONAL TRAVEL CONSULTANT

Travel South USA All Y'all Are Welcome

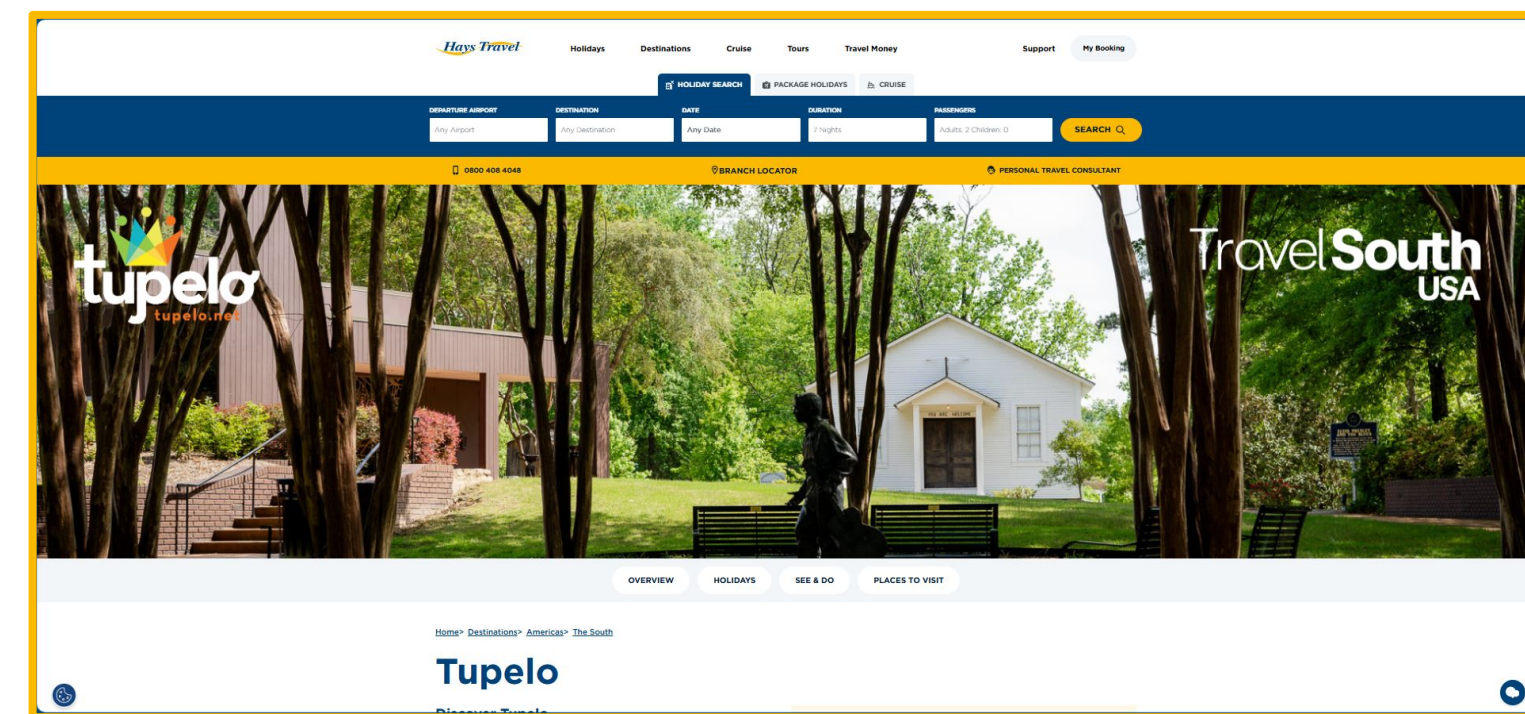
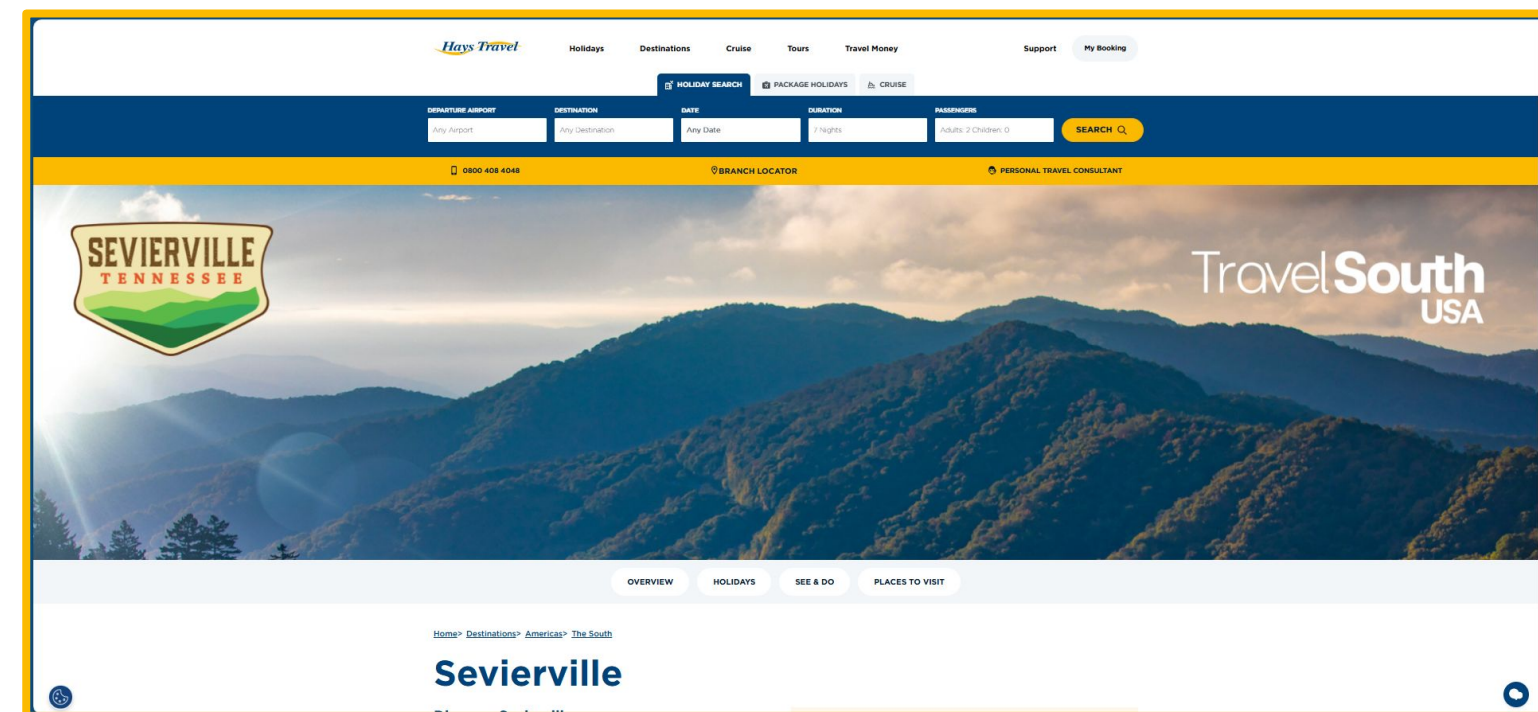
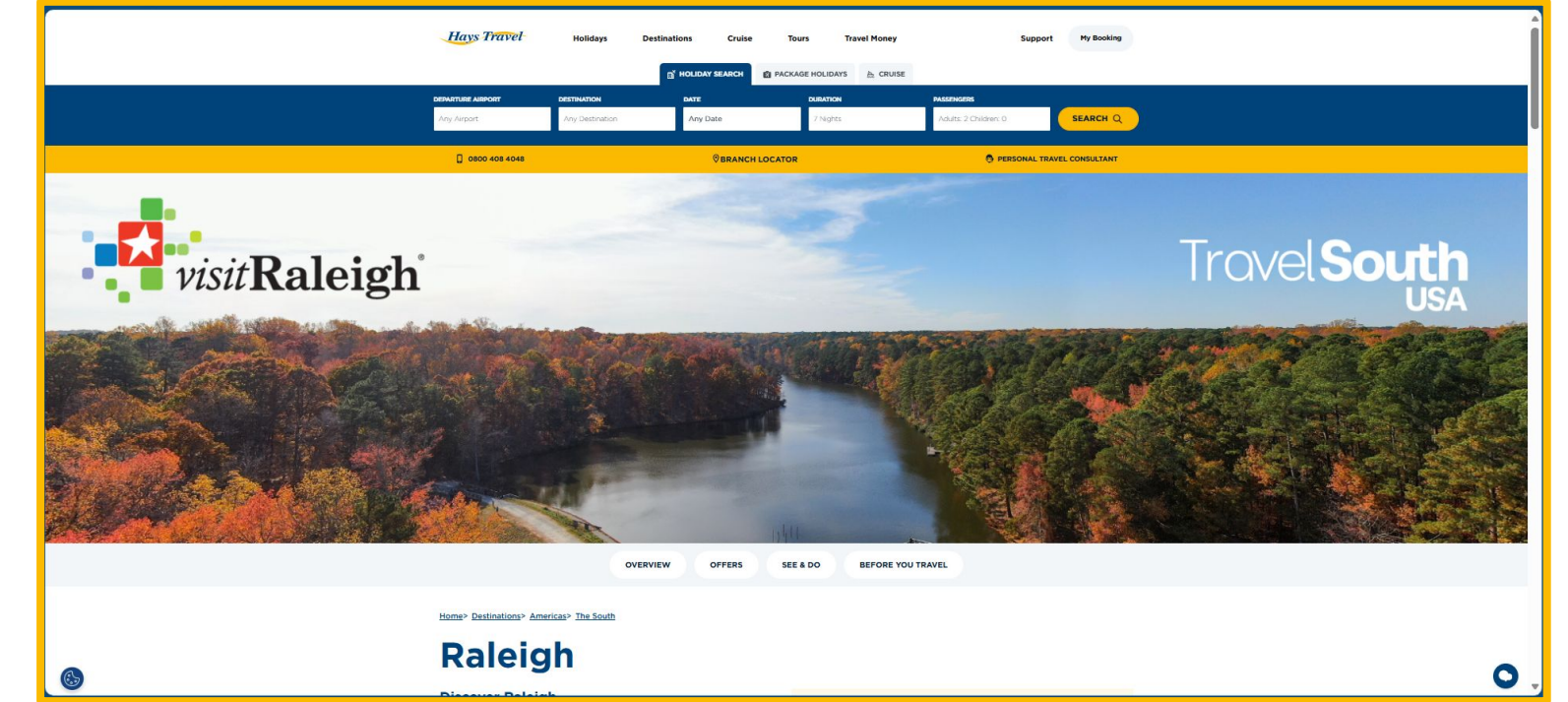
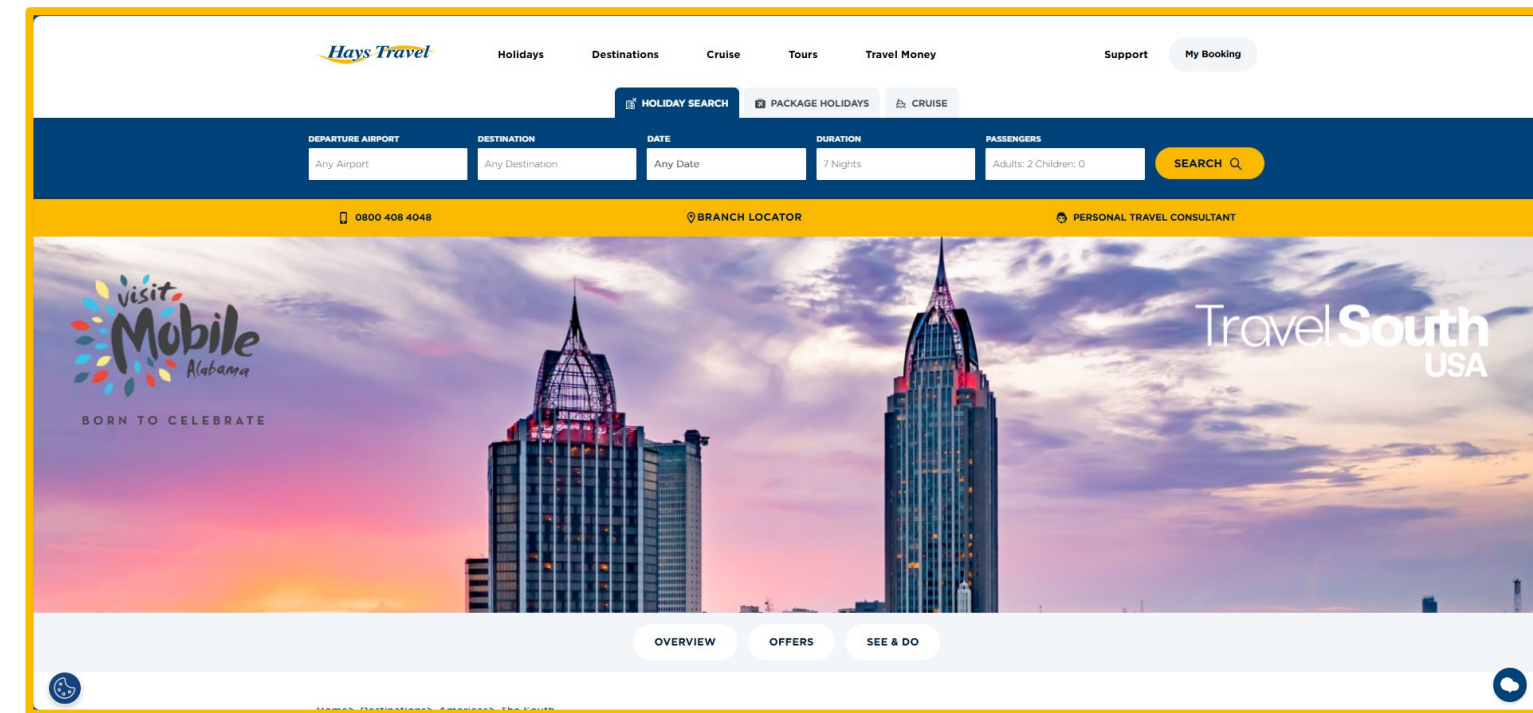
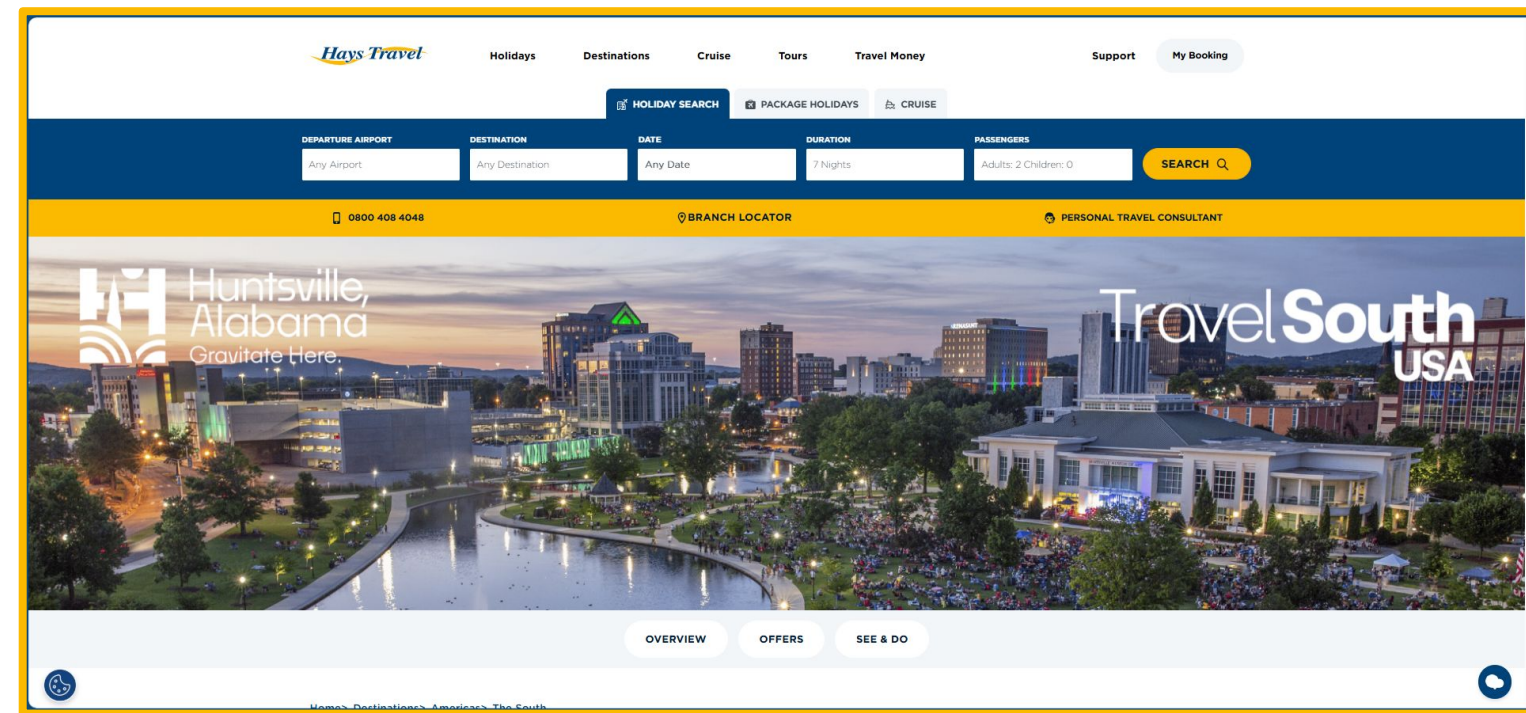
VISIT MISSISSIPPI

Music lives in Mississippi

Discover the Sounds of the South

Holidays Made for You

City native content hubs



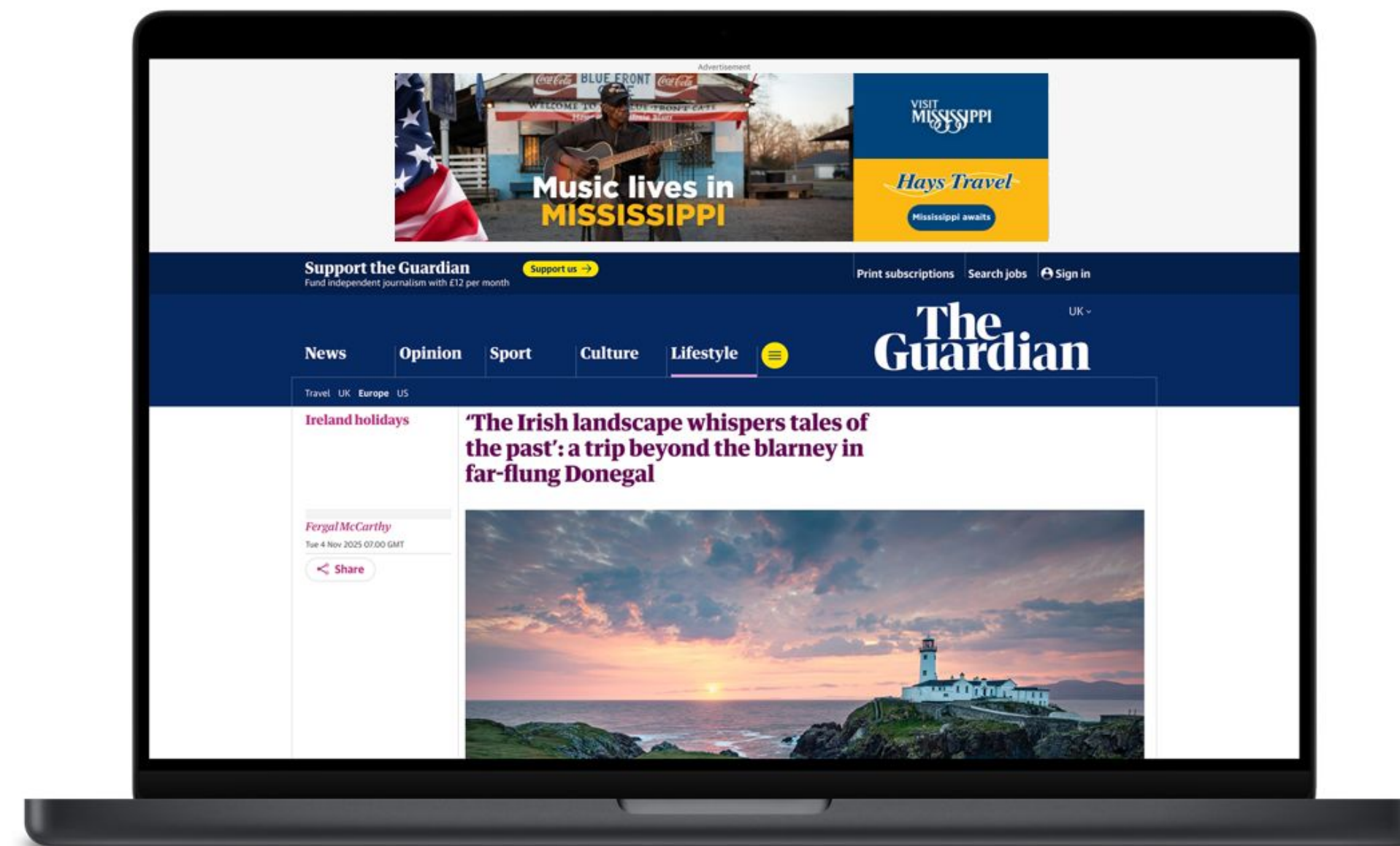
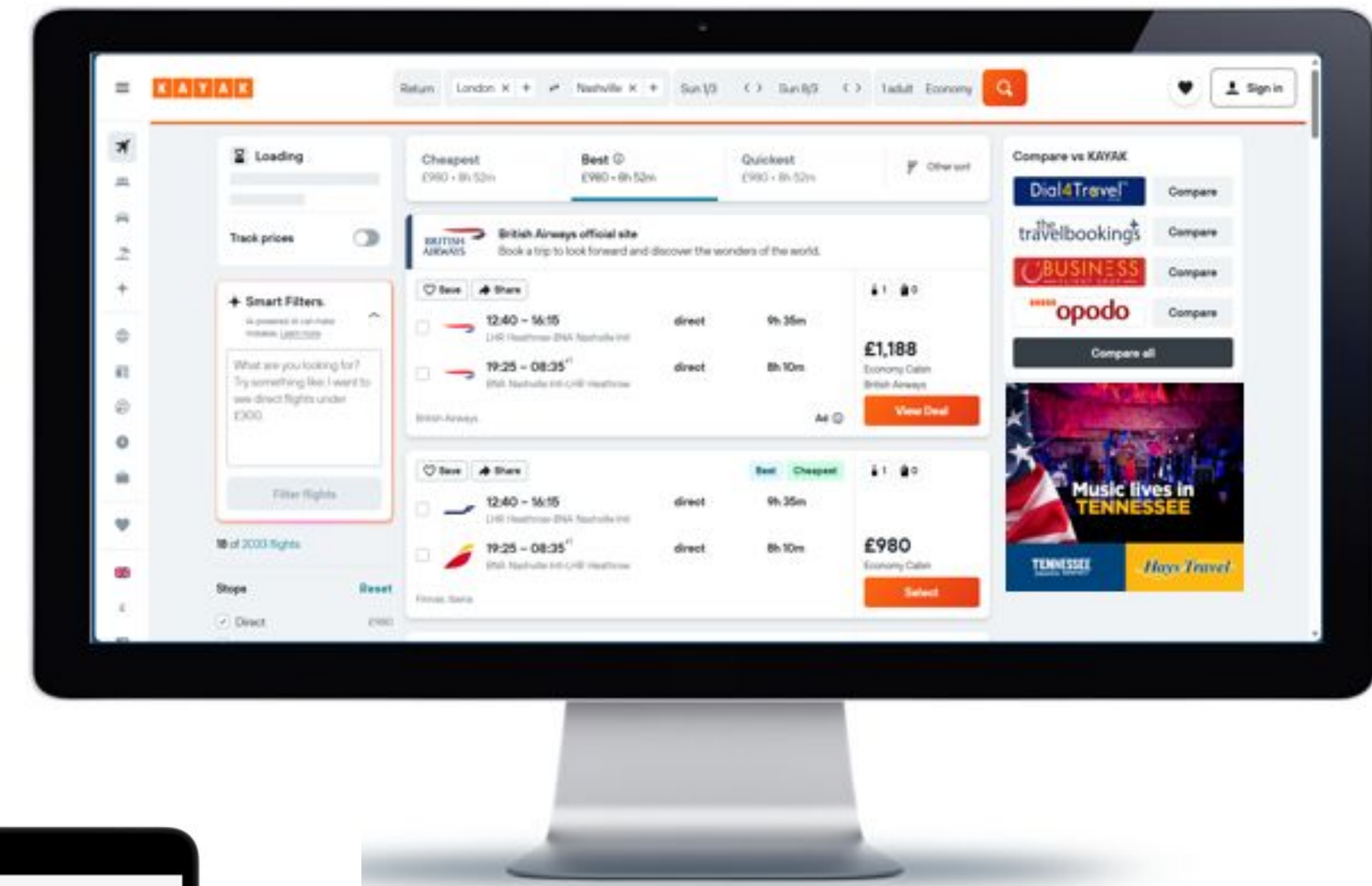
Performance display

Display formats featuring across the web targeted, driving traffic back to dedicated Sounds of the South landing page

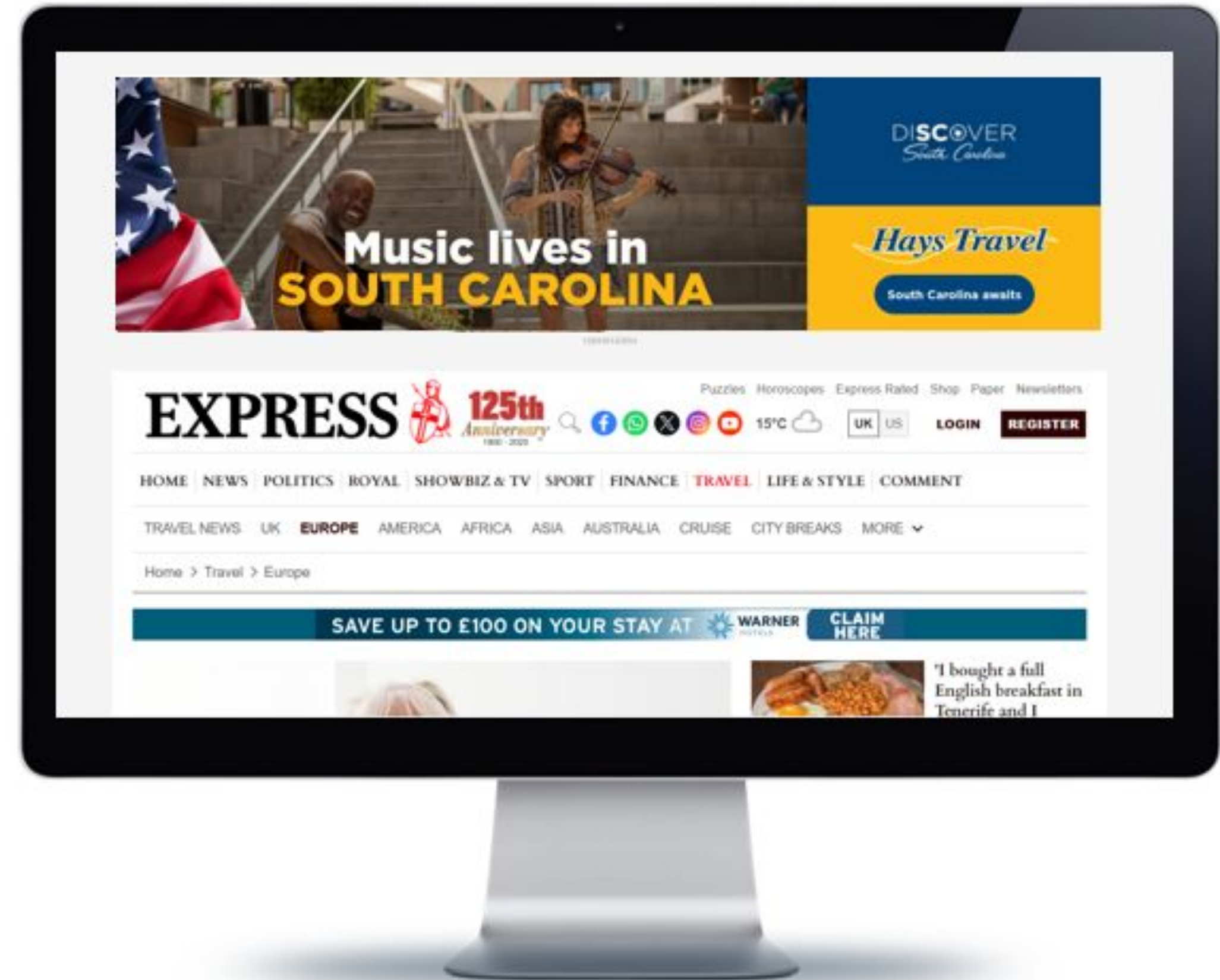
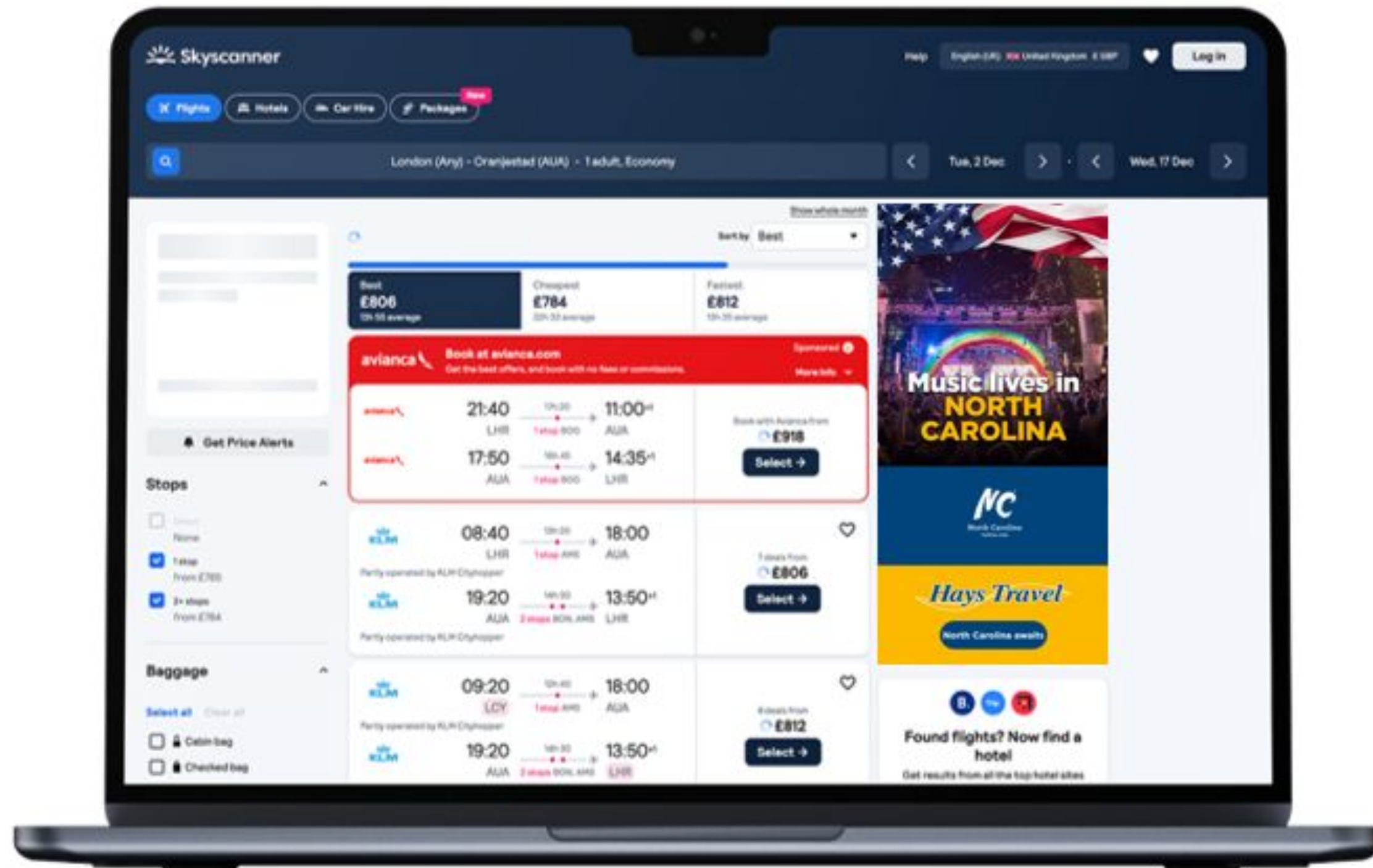
Performance stats

- Impression target: 850,000
- Delivered: 1,425,676
- Clicks: 19,517
- CTR: 1.37%*

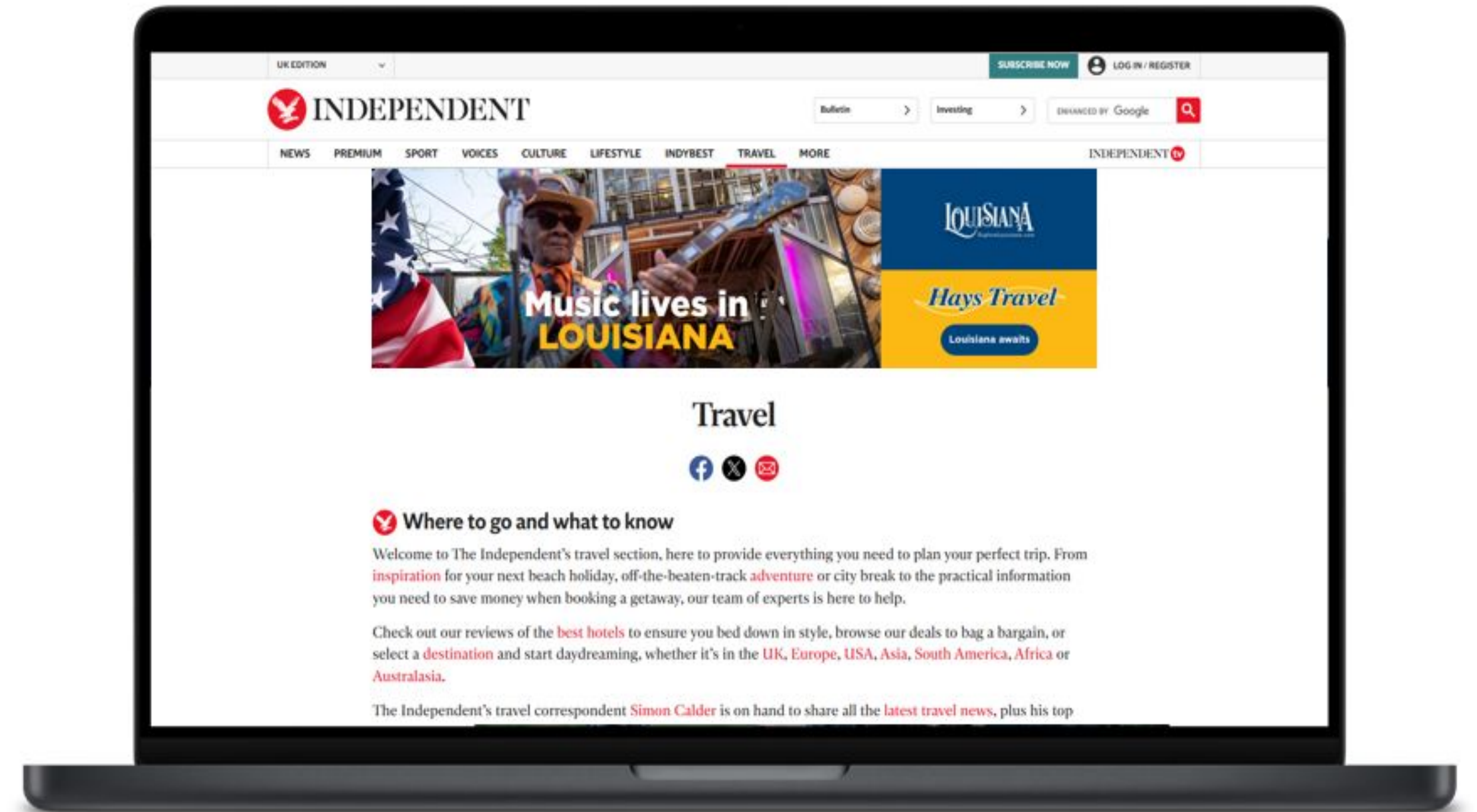
*Hays benchmark 0.10%



Performance display



Performance display



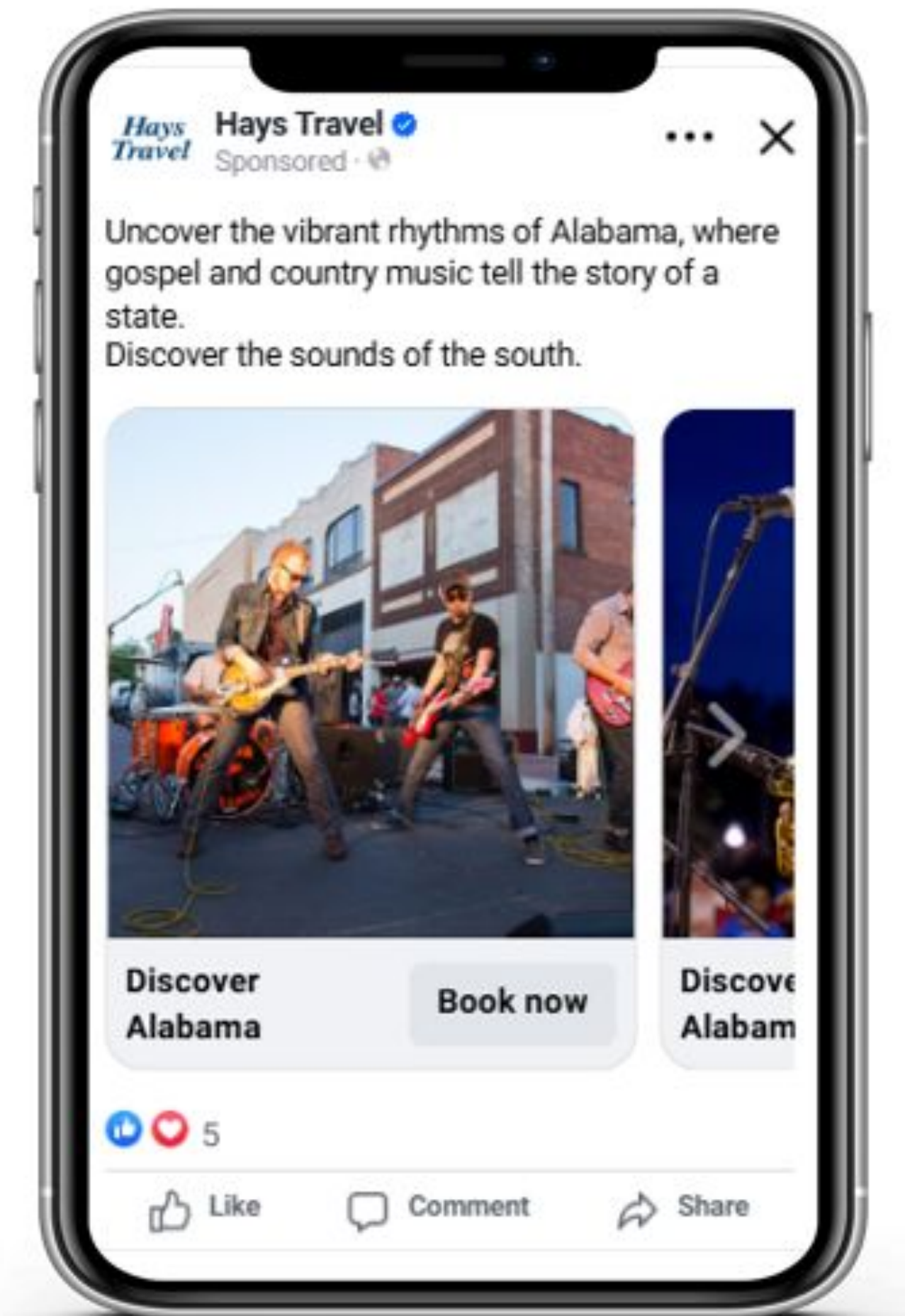
Sponsored social display

Connecting social content with data to drive performance. Sponsored Advertising across Facebook to the UK market

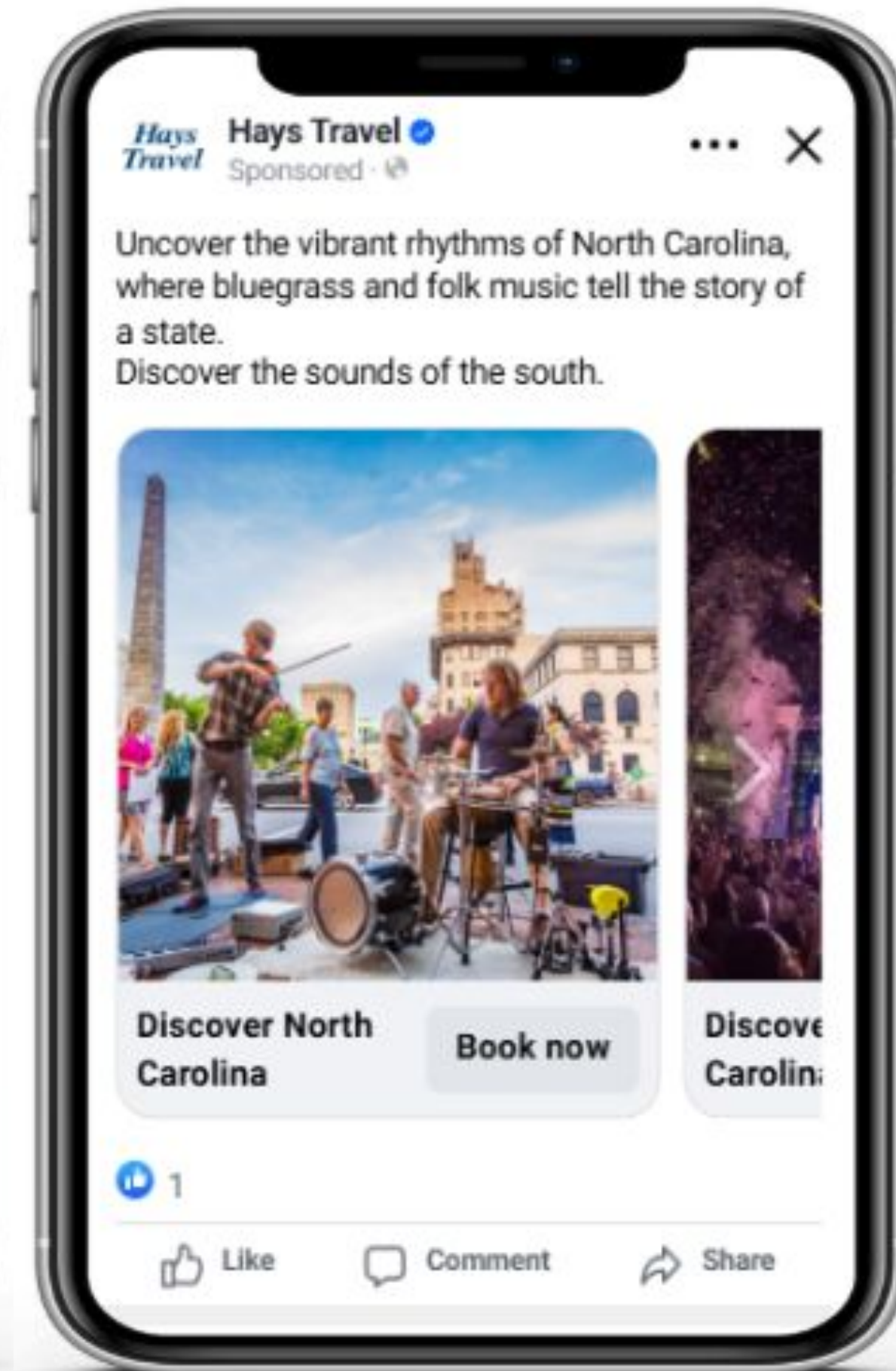
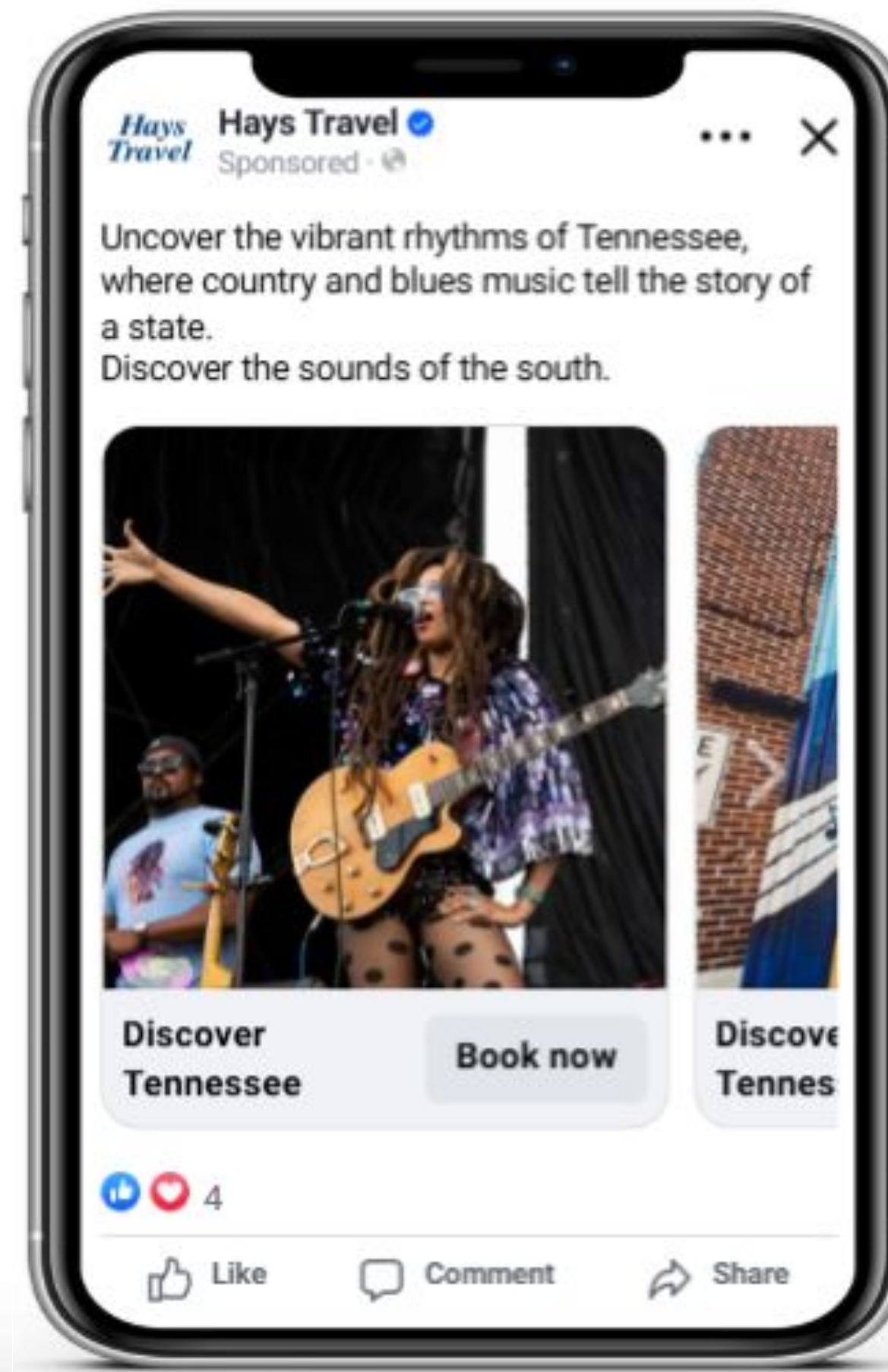
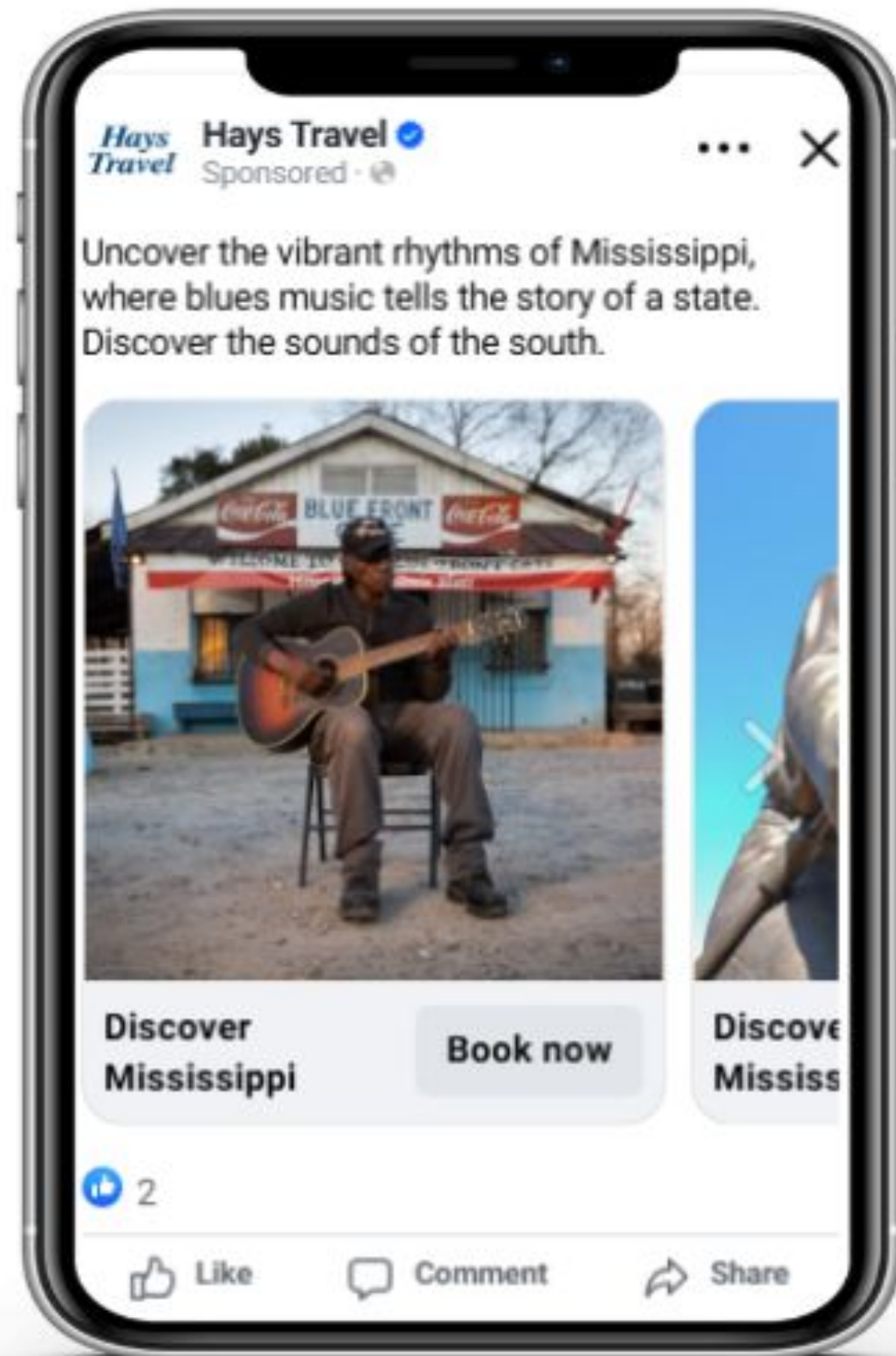
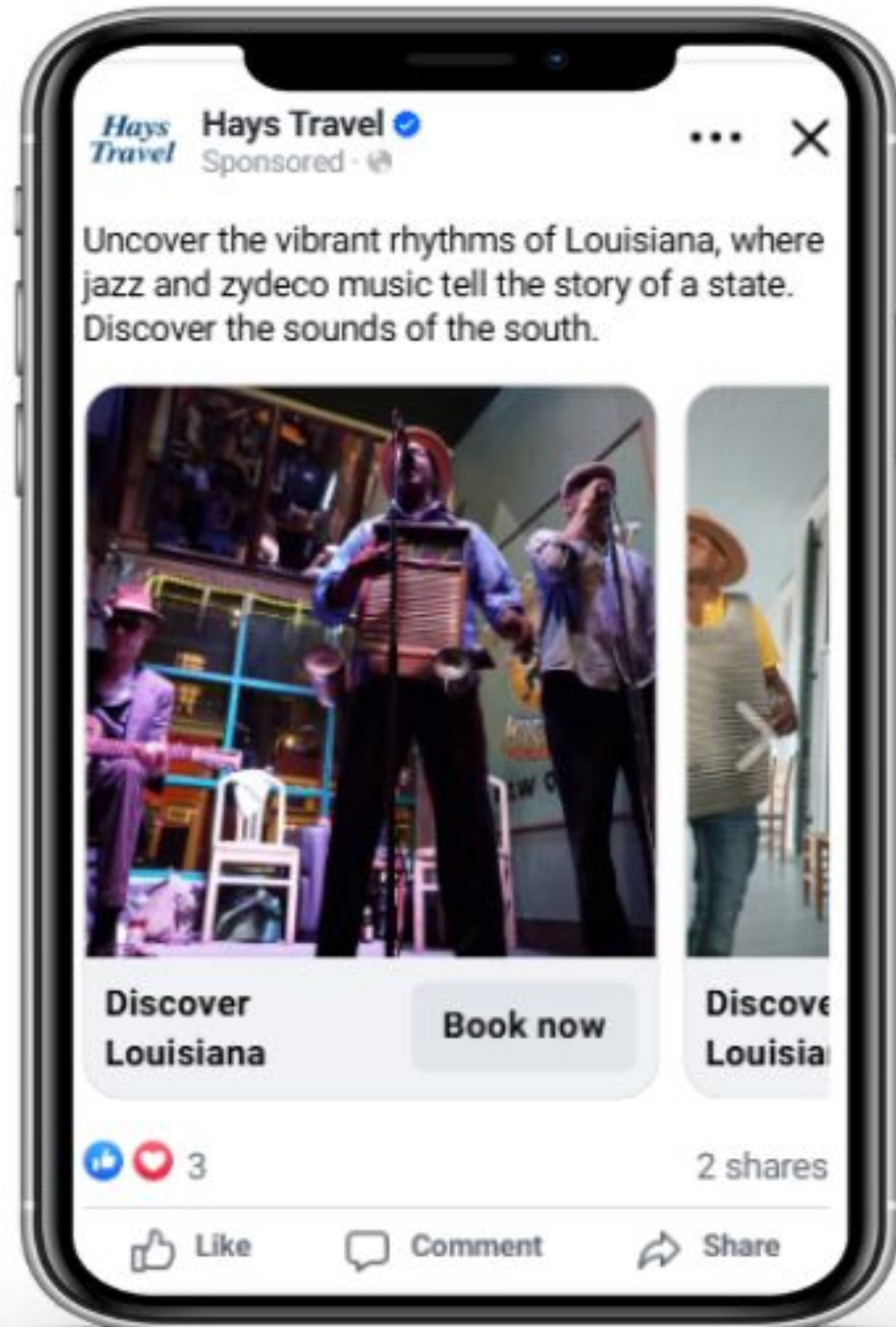
Performance stats

- Impression target: 2,600,300
- Delivered: 3,155,955
- Reach: 884,644
- Clicks: 69,242
- CTR: 2.19%*

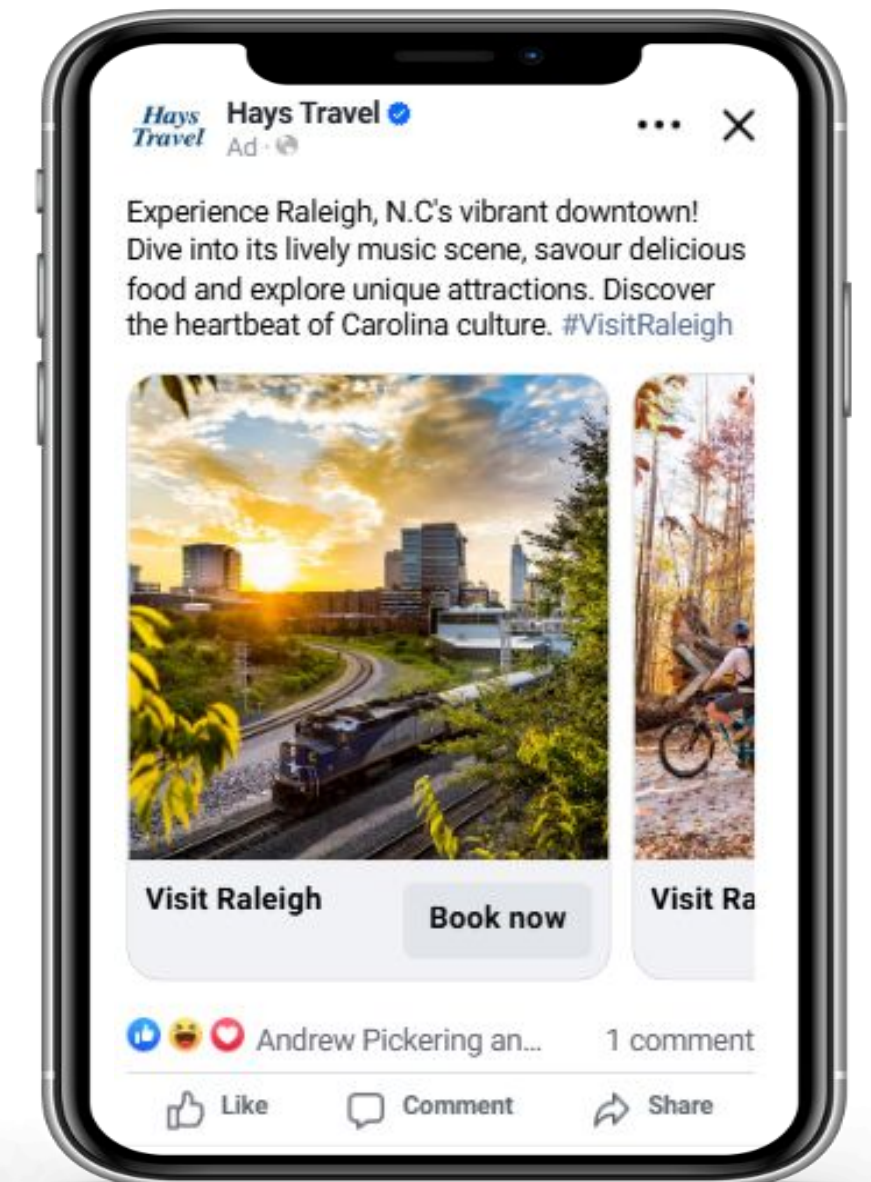
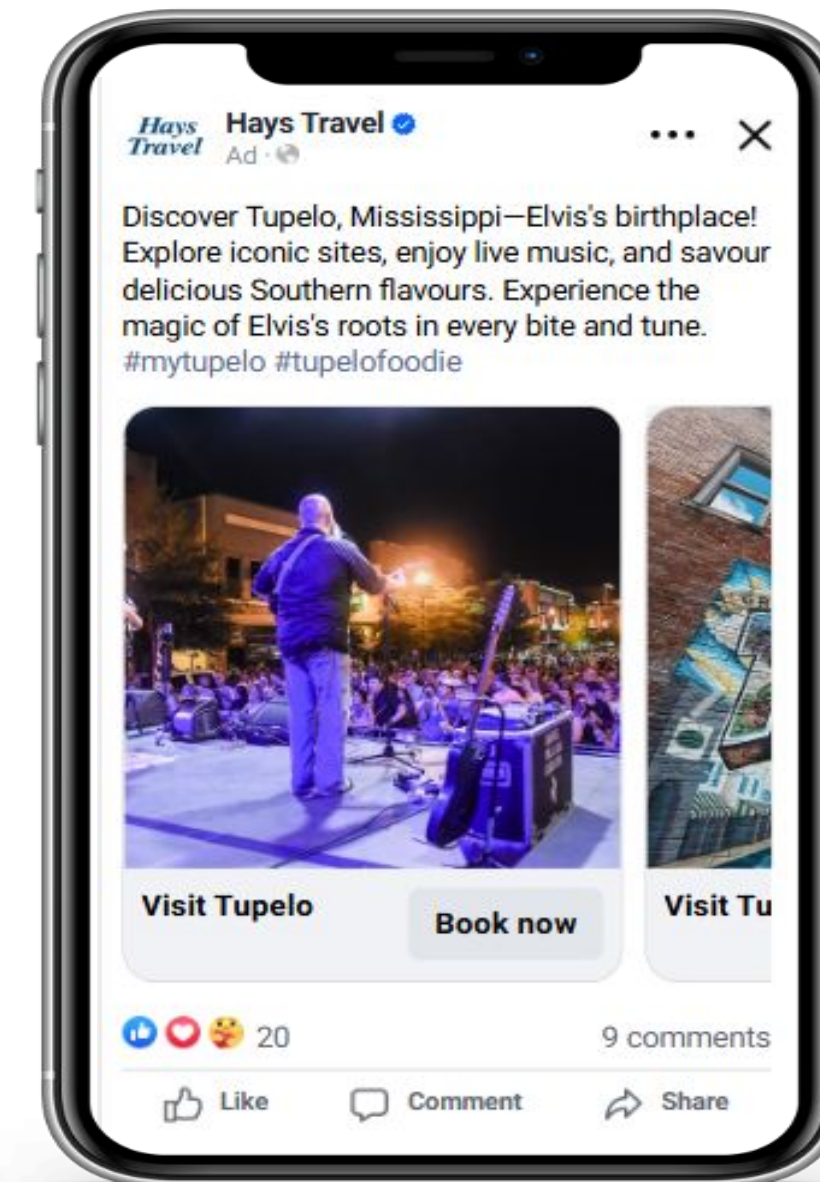
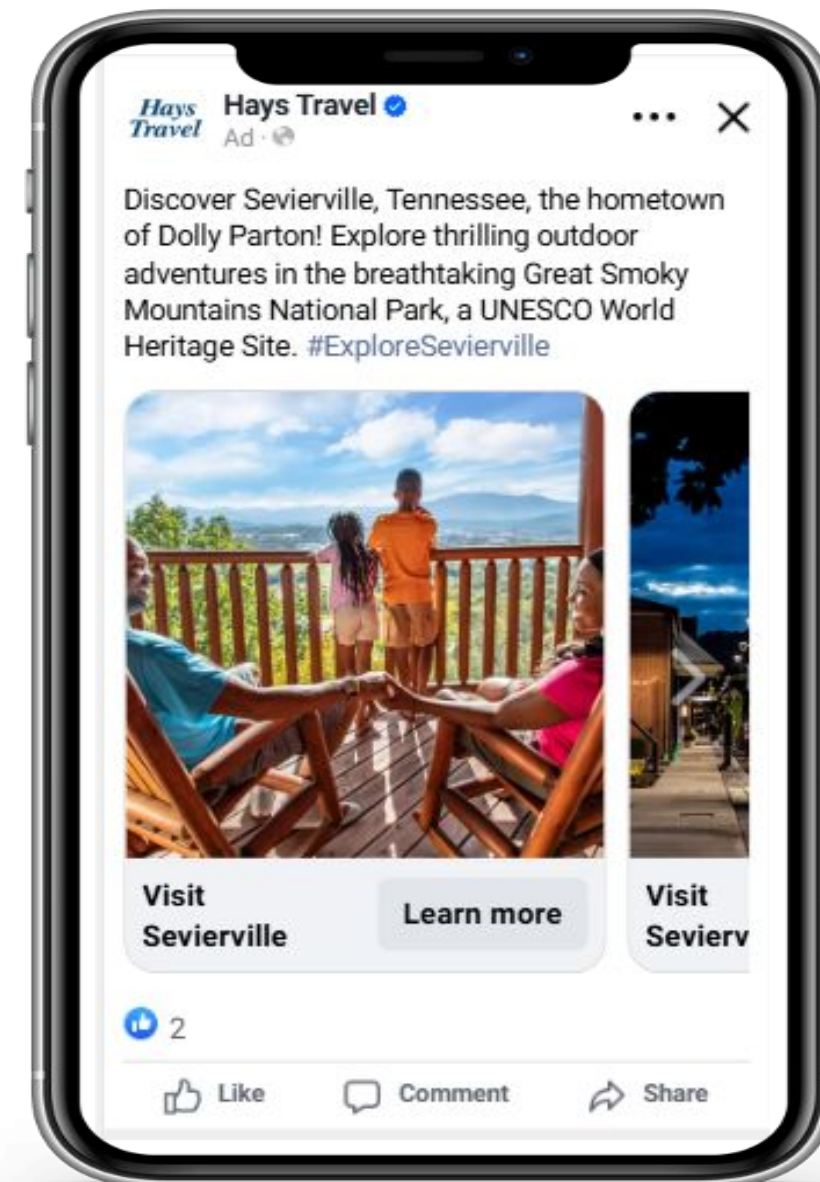
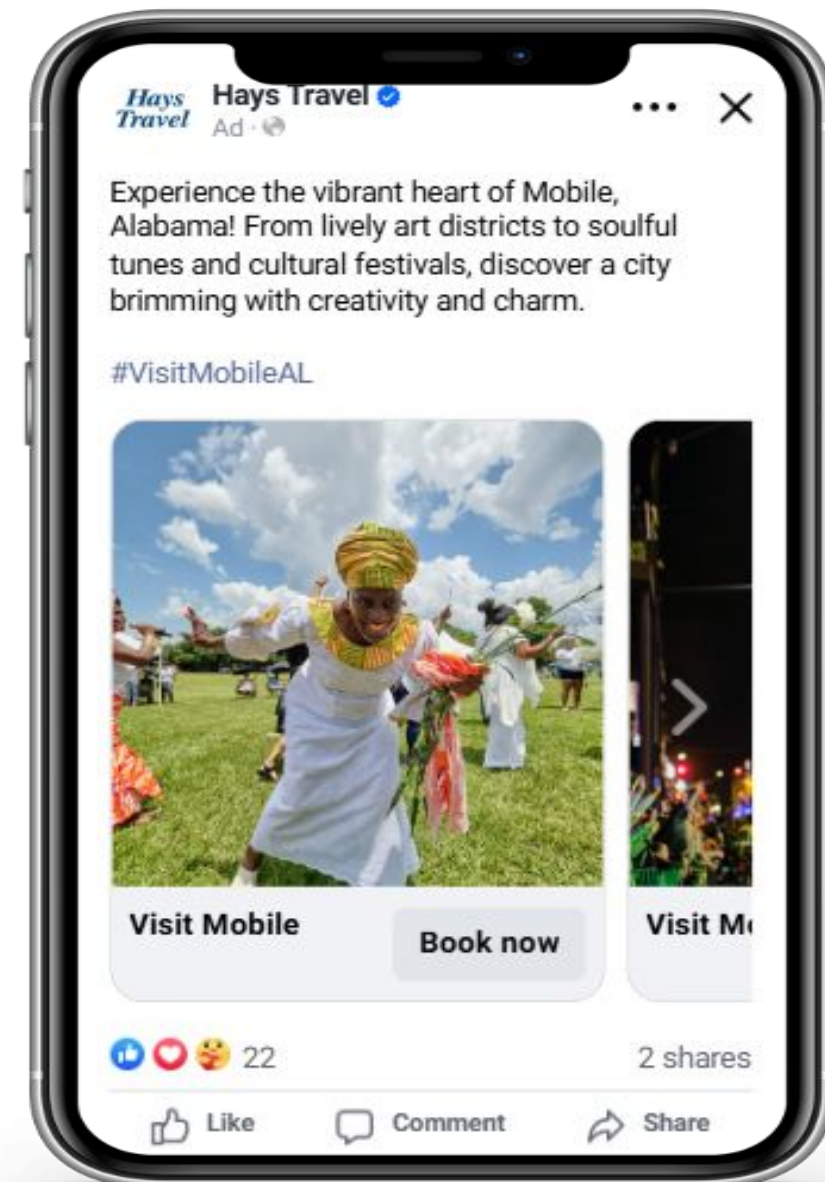
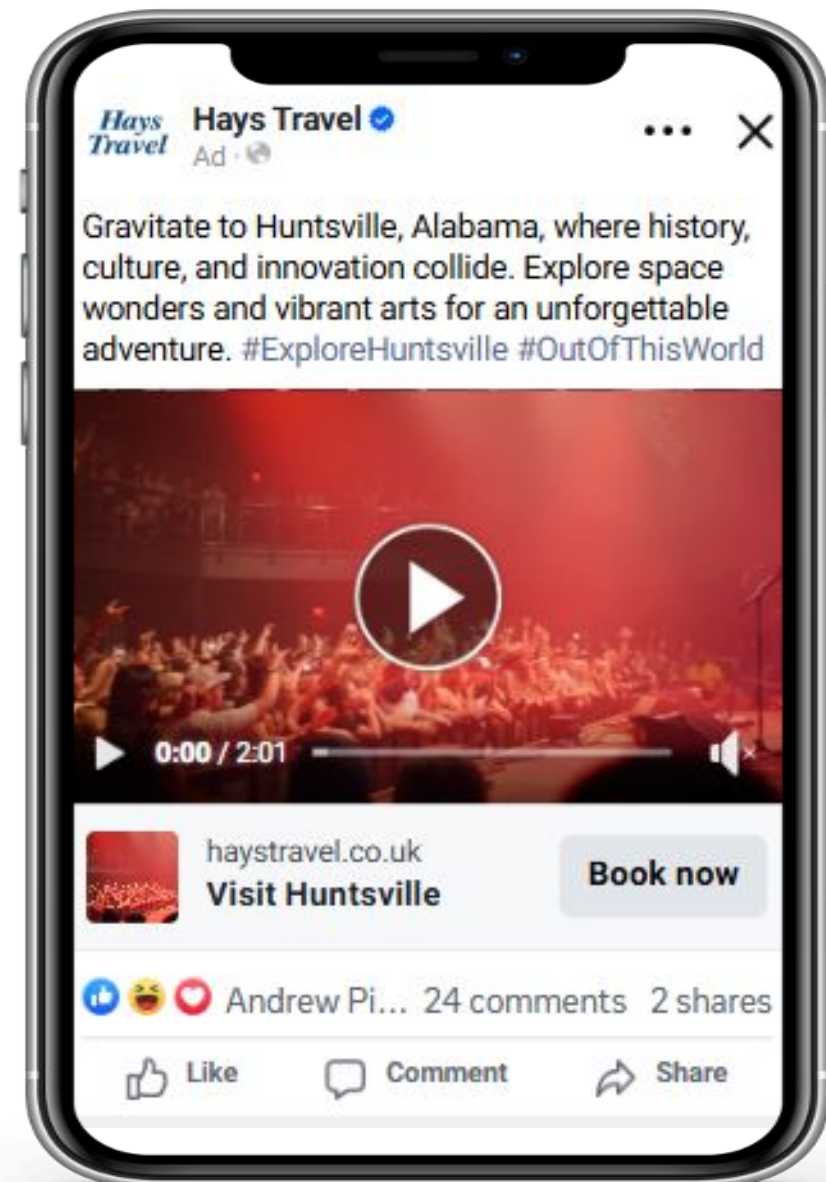
*Hays benchmark 0.50%



Sponsored social display



Sponsored social display



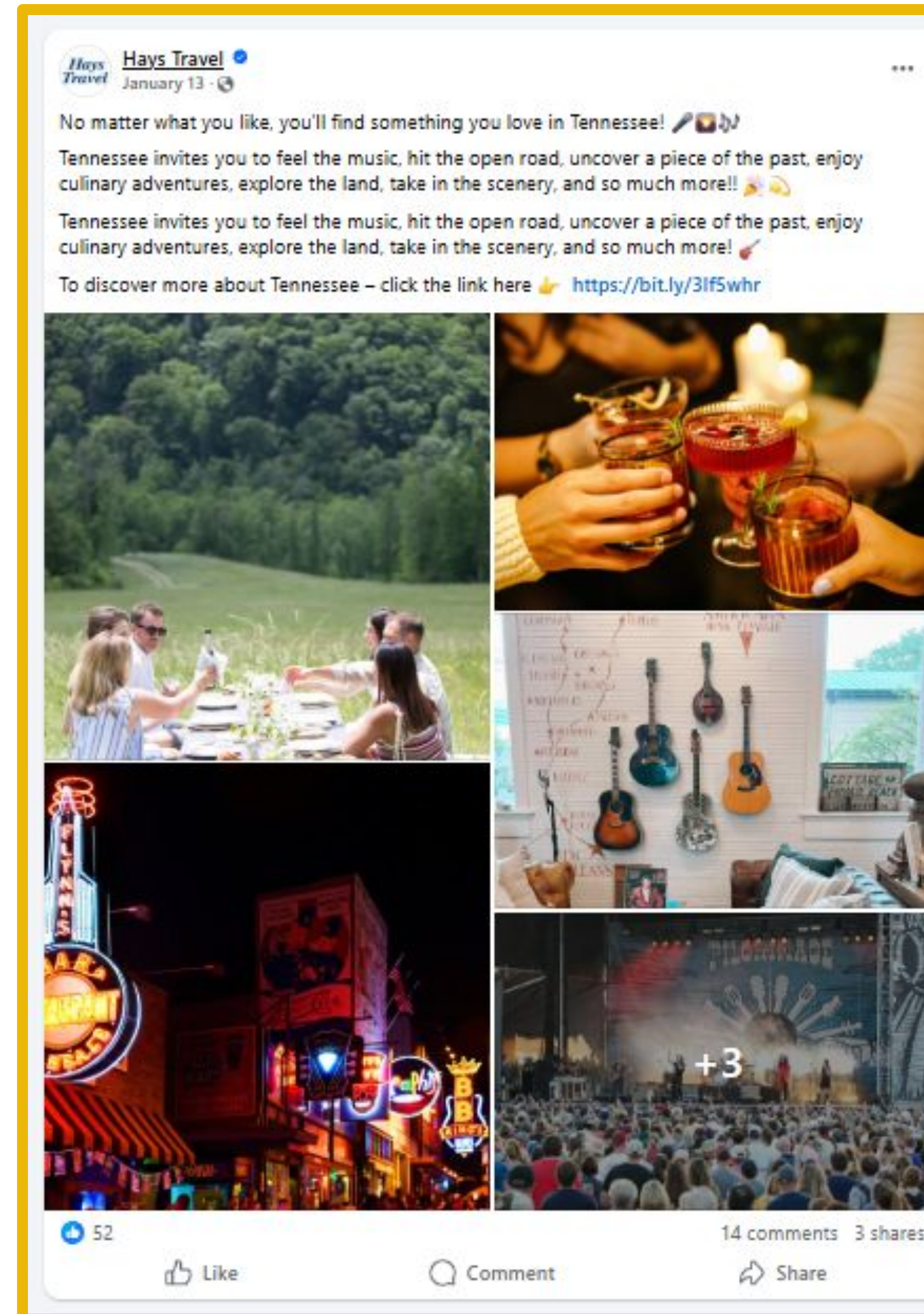
Organic social posts

Sponsored post on the Hays Travel Facebook page

Performance stats

- 206.5k impressions delivered
- 146.8k users reached
- 9.23k clicks generated
- Impression engagement rate: 29.72%
- 40 post comments
- 210 post reactions
- 14 post shares

We saw a total of 264 interactions across all posts



Organic social posts

Hays Travel January 5 at 8:00 PM

Louisiana is Calling – let the endless beauty feed your soul and inspire you! 🌿🍷

From the great outdoors, culinary adventures, and the sounds of jazz and cajun music to the rich Civil Rights history, vibrant cultural heritage, and Mardi Gras celebrations — come find your Louisiana... in #OnlyLouisiana! 🌿🍷

Why not experience the best of Louisiana with a 14-night adventure that combines three nights in the state capital of Baton Rouge with the freedom of a whistle-stop motorhome journey through Louisiana's charming small towns, vibrant metropolises, natural wonders, and hidden gems? 🍷🌿

👉 Discover the sounds of the South here: <https://bit.ly/3MSe6EC>

34 Likes 13 comments 2 shares

Like Comment Share

Hays Travel December 11, 2025

Come and experience the rich musical heritage and ongoing influence of Mississippi — the Birthplace of America's Music! 🎷🎸

Mississippi is a place where the past isn't locked in glass cases but spills out in song, simmers in skillet, and echoes through tree-lined streets. And what better way to connect with the soul of the South than enjoying the freedom of the open road by motorhome? 🚚

Get behind the wheel for a whistle-stop journey through Mississippi's most famous destinations, natural wonders, and hidden gems. From the blues-soaked Delta to the rolling hills of Oxford and the riverfront charm of Natchez, each stop tells a story. 🎷🎸

👉 Discover the sounds of the South here: <https://www.haystravel.co.uk/.../the-south/mississippi/>

27 Likes 5 comments

Like Comment Share

Hays Travel October 27 at 8:00 PM

Endless Adventures Await in South Carolina! 🌿🍷

From the rolling foothills of the Blue Ridge Mountains and the sunlit shores of the Atlantic Ocean to vibrant cities, historic towns, outdoor adventures, and world-class cuisine — your perfect getaway starts here! 🌿🍷

Why not experience the wonders of South Carolina on a Charleston city break with a Downtown Food Tour included? Taste your way through classic Lowcountry dishes like shrimp and grits, pulled pork, and buttermilk biscuits with an iced tea or local craft brew as you hear the stories behind the flavours. 🍷🌿

👉 Discover the sounds of the South here: <https://bit.ly/4meAh45>

30 Likes 1 share

Like Comment Share

Hays Travel October 20 at 8:00 PM

Alabama is the South's sweet surprise — where soul food, music, and history meet! 🌿🍷

Drive across this wonderful southern state and experience it's many unique cities. In Birmingham, explore vibrant food scenes and rich civil rights history. 🌿🍷 Head to Huntsville, home to the U.S. Space & Rocket Center, where innovation meets adventure. Step into Montgomery, a city steeped in heritage and storytelling, honoring pivotal moments in America's past. 🌿🍷 Finally, embrace the coastal beauty of Mobile, with its historic architecture, Mardi Gras spirit, and Gulf Coast breezes. 🌿🍷

Explore the hidden gems of Alabama: immerse yourself in the musical legacy of Muscle Shoals, where iconic sounds were crafted. Visit the charming town of Florence, with its artsy vibe and historic landmarks. Discover the beauty of the Gulf Shores, offering stunning beaches and vibrant wildlife. Each destination promises a unique adventure and a taste of true Southern hospitality. 🌿🍷

👉 Discover the sounds of the South here: <https://bit.ly/3Vcbm6g>

33 Likes 1 comment 3 shares

Like Comment Share

Digital Out of Home Programmatic Ads

Run programmatic out of home campaigns targeting thousands of high impact panels.

Targeting was set to 500m radius to store locations across the UK

Performance stats

Impression target: 500,000

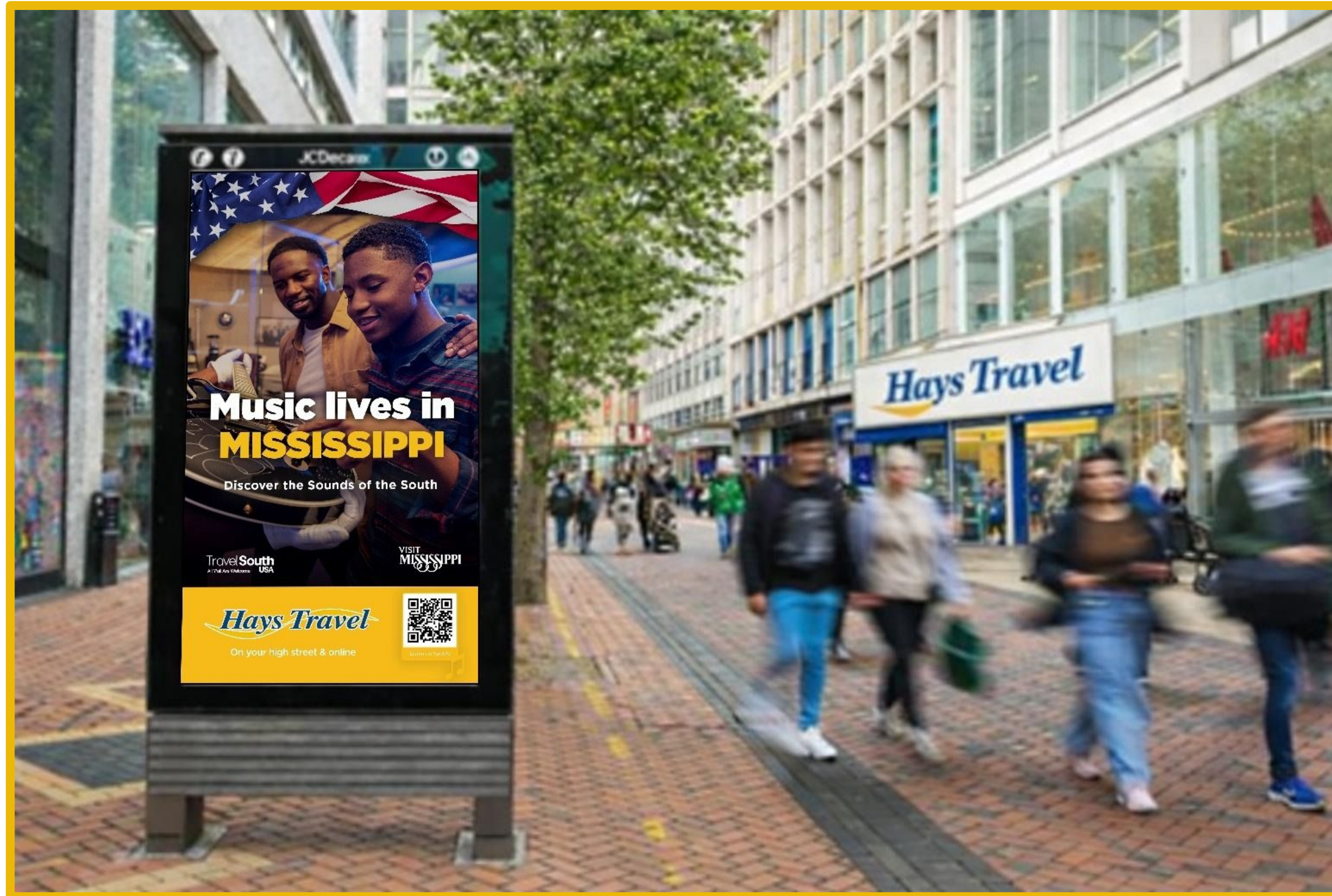
Delivered: 725,416



Digital Out of Home Programmatic Ads



Digital Out of Home Programmatic Ads



YouTube Video Ads

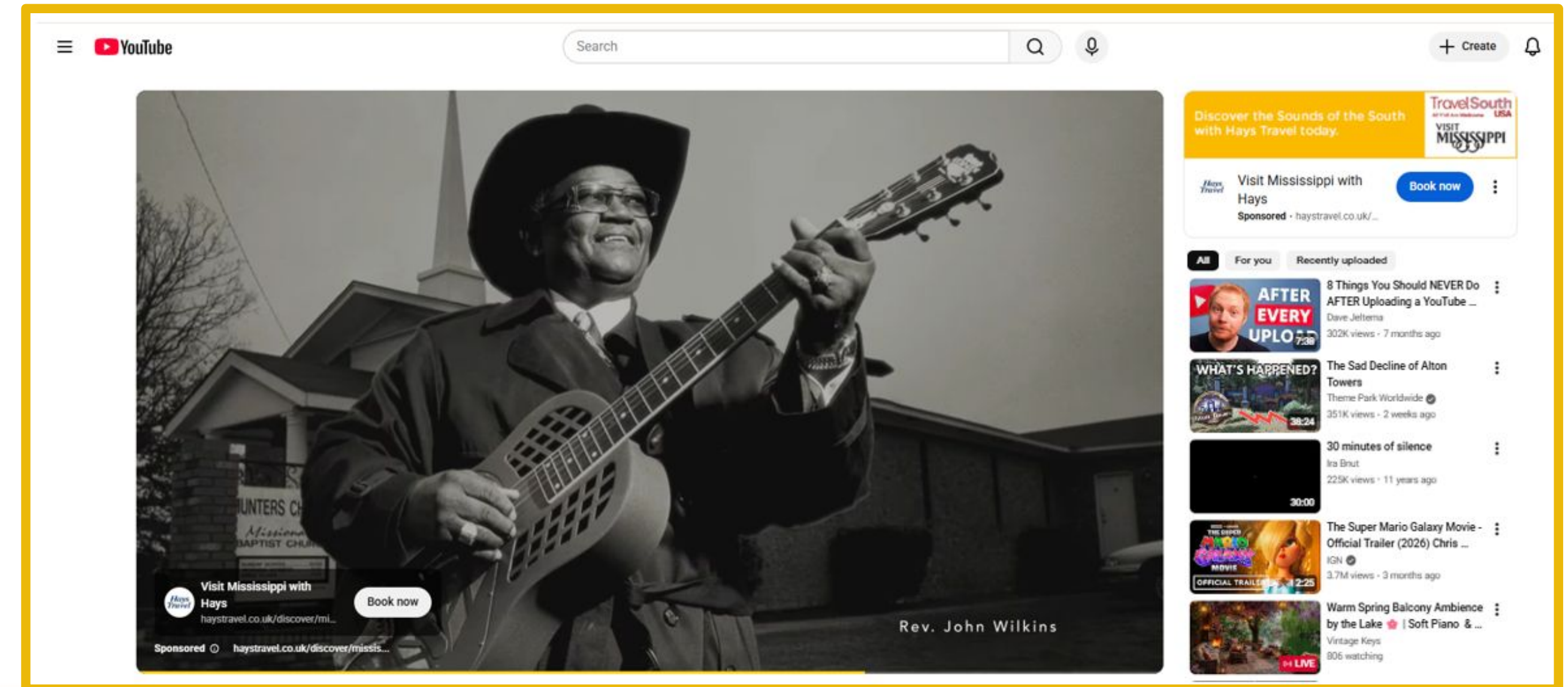
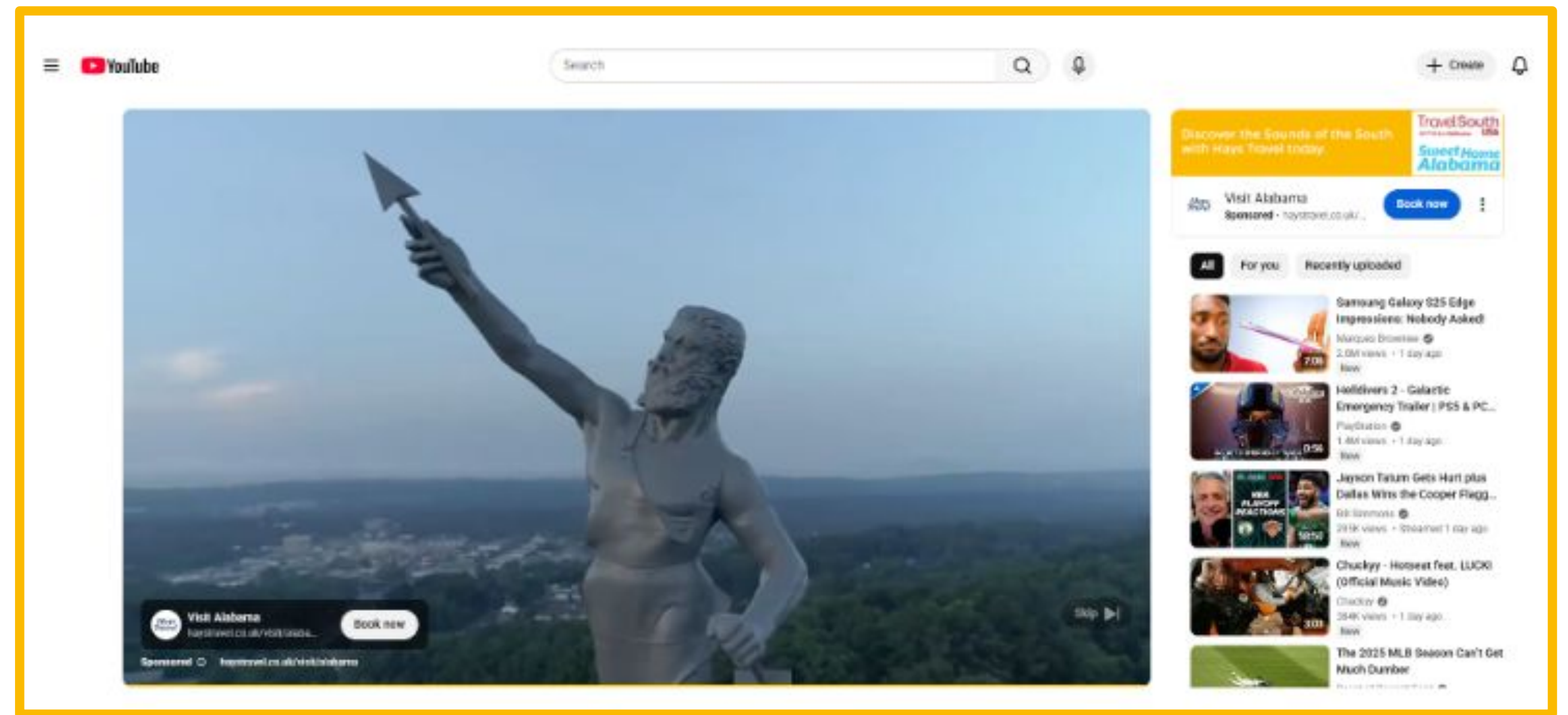
Driving traffic back to your dedicated landing page

Performance stats

- Impression target: 500,000
- Delivered: 1,025,218
- CTR: 0.12%*
- Total Views: 117,029
- VTR: 11.42%**

*Industry benchmark 0.10%

** Industry benchmark 10%



YouTube Video Ads

This screenshot shows a YouTube video player with a sponsored advertisement for North Carolina travel. The video content is a scenic view of a wooden observation deck overlooking a mountain range with a valley filled with clouds. The advertisement overlay includes the text "Visit North Carolina" and "Book now" with a small "Travel South USA" logo. The video player interface includes the YouTube logo, search bar, and navigation icons at the top. On the right side, there is a list of recommended videos, including "Samsung Galaxy S25 Edge Impressions: Nobody Asked!", "Hell Divers 2 - Galactic Emergency Trailer | PSS & PC...", "Jayson Tatum Gets Hurt plus Dallas Wins the Cooper Flagg...", "Chucky - Hotseat feat. LUCKI (Official Music Video)", and "The 2025 MLB Season Can't Get Much Dumber".

This screenshot shows a YouTube video player with a sponsored advertisement for Tennessee travel. The video content is a scenic view of a swampy area with large cypress trees and water. The advertisement overlay includes the text "Discover Tennessee with Hays" and "Book now" with a small "Travel South USA" logo. The video player interface includes the YouTube logo, search bar, and navigation icons at the top. On the right side, there is a list of recommended videos, including "Best Radio [24/7 Live] Good Vibes Only | Relax, Chill, ...", "Romantic Valentine's Day Screensaver | Elegant Macaro...", "Peaceful February Rainy Coffee Shop @ Smooth Jazz Piano &...", "ADHD Relief Music: 10Hz Beta Binaural Beats for Improved ...", and "Ex-Google Recruiter Explains Why 'Lying' Gets You Hired".

YouTube Video Ads

The image shows a YouTube interface with a video player displaying a sunset over a beach. The text "DISCOVER South Carolina" is overlaid on the video. Below the video is a "Book now" button and a "Sponsored" label. To the right of the video player is a sidebar with a search bar, a "Create" button, and a list of recommended videos. The top of the page features the YouTube logo, a search bar, and a "Create" button.

Discover the Sounds of the South with Hays Travel today.

Visit South Carolina [Book now](#)

Sponsored · haystravel.co.uk/...

For you Recently uploaded

- The new smart #5
- 1 Hour 4K Golden Hour Liquid Ambience | Sunset Lamp ...
- 4 Hours of Deep Focus Music for Studying - Concentration ...
- What are the cabins like onboard? | TUI River Cruises
- Why HMRC Doesn't Want You to Understand This
- Best Radio [24/7 Live | Good Vibes Only | Relax, Chill, ...

The image shows a YouTube interface with a video player displaying a man playing a double bass in a jazz club. The text "NEW ORLEANS" is overlaid on the video. Below the video is a "Book now" button and a "Sponsored" label. To the right of the video player is a sidebar with a search bar, a "Create" button, and a list of recommended videos. The top of the page features the YouTube logo, a search bar, and a "Create" button.

Discover the Sounds of the South with Hays Travel today.

Visit Louisiana with Hays [Book now](#)

Sponsored · haystravel.co.uk/...

For you Recently uploaded

- Hurghada Egypt: Essential Tips Every Traveler Should Know
- Valentine's Day Love Hearts Romantic Floral Painting | Free...
- Inventing Spanish - SNL
- Abstract Black and White wave pattern | Height Map Footage | ...
- Nervous System Reset | 1 hour handpan meditation | Malte ...

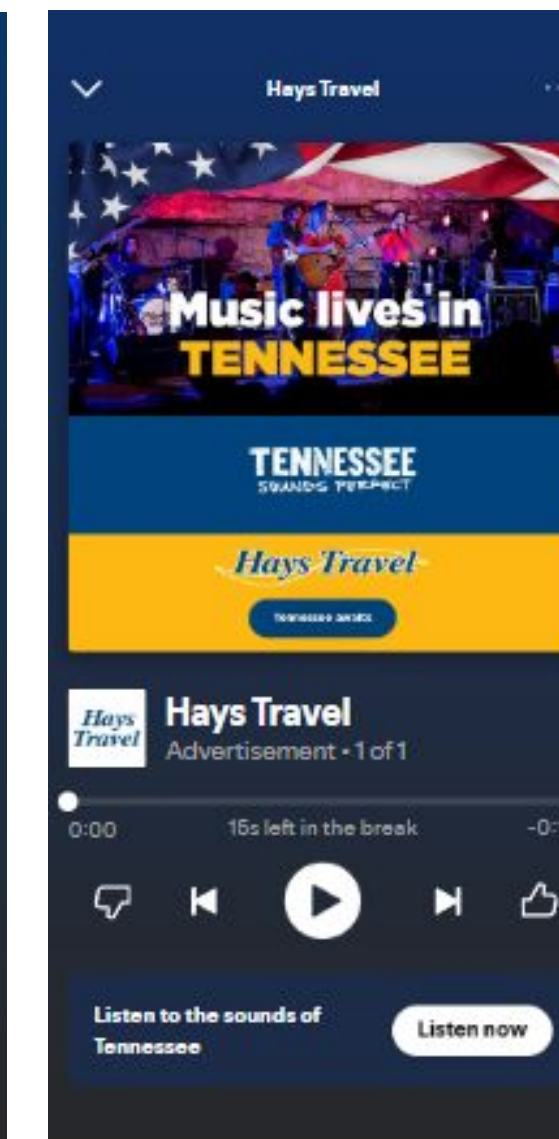
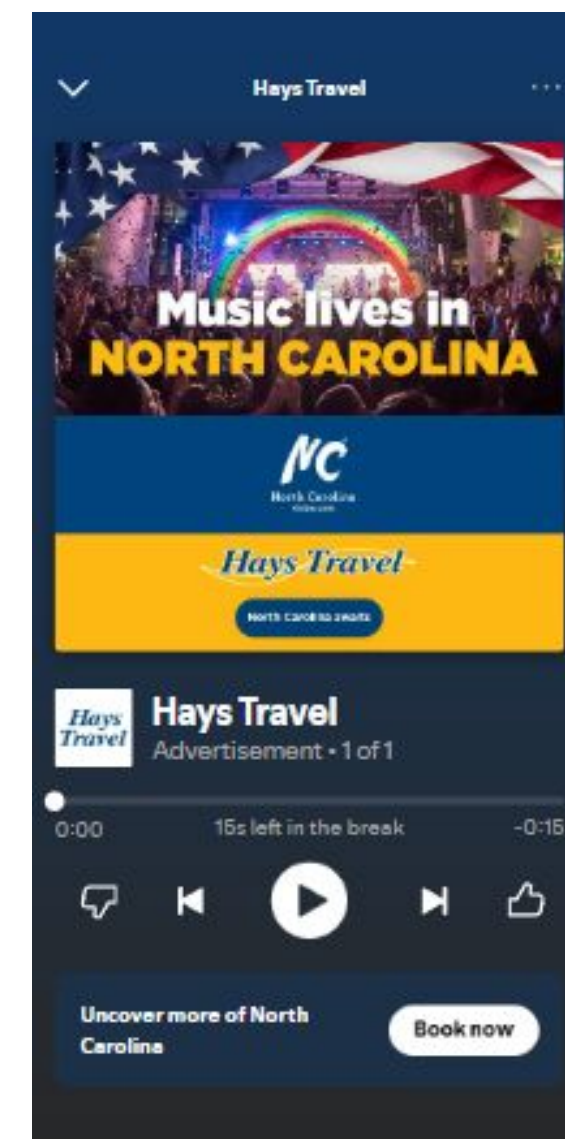
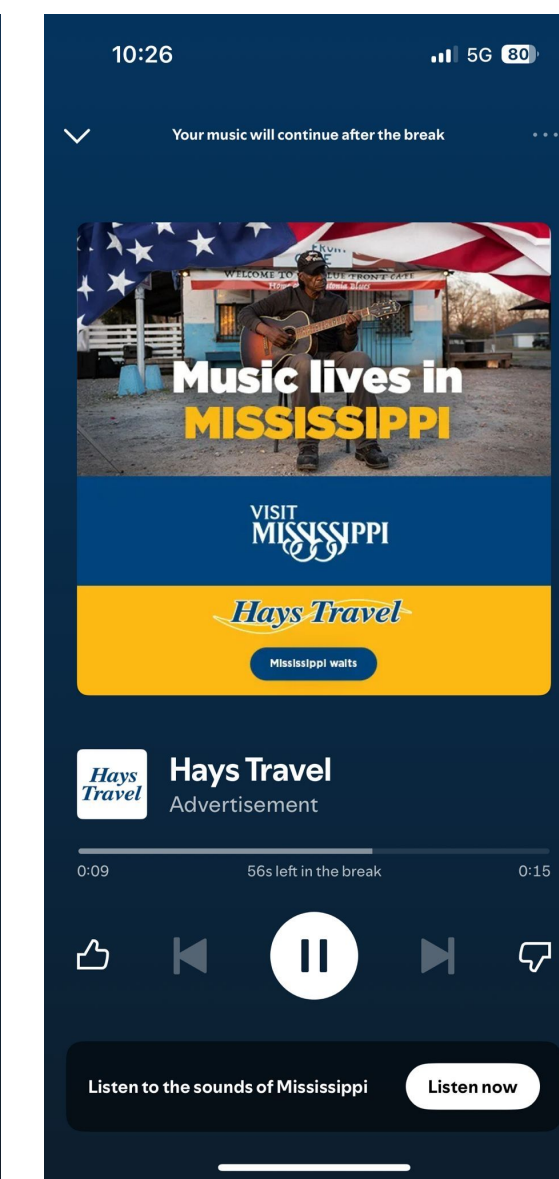
Spotify - Audio

Performance stats

- Delivered: 2,397,274
- Reach: 2,157,915
- Clicks: 5,089
- CTR: 0.21%

Both audio and display formats achieved high reach, proving Spotify to be an ideal channel for top-funnel awareness.

While Display is effective for driving direct action with a significantly higher CTR, Audio ads are better for driving brand recall, since audio is non-skippable and Spotify users often aren't looking at their devices when using the app.



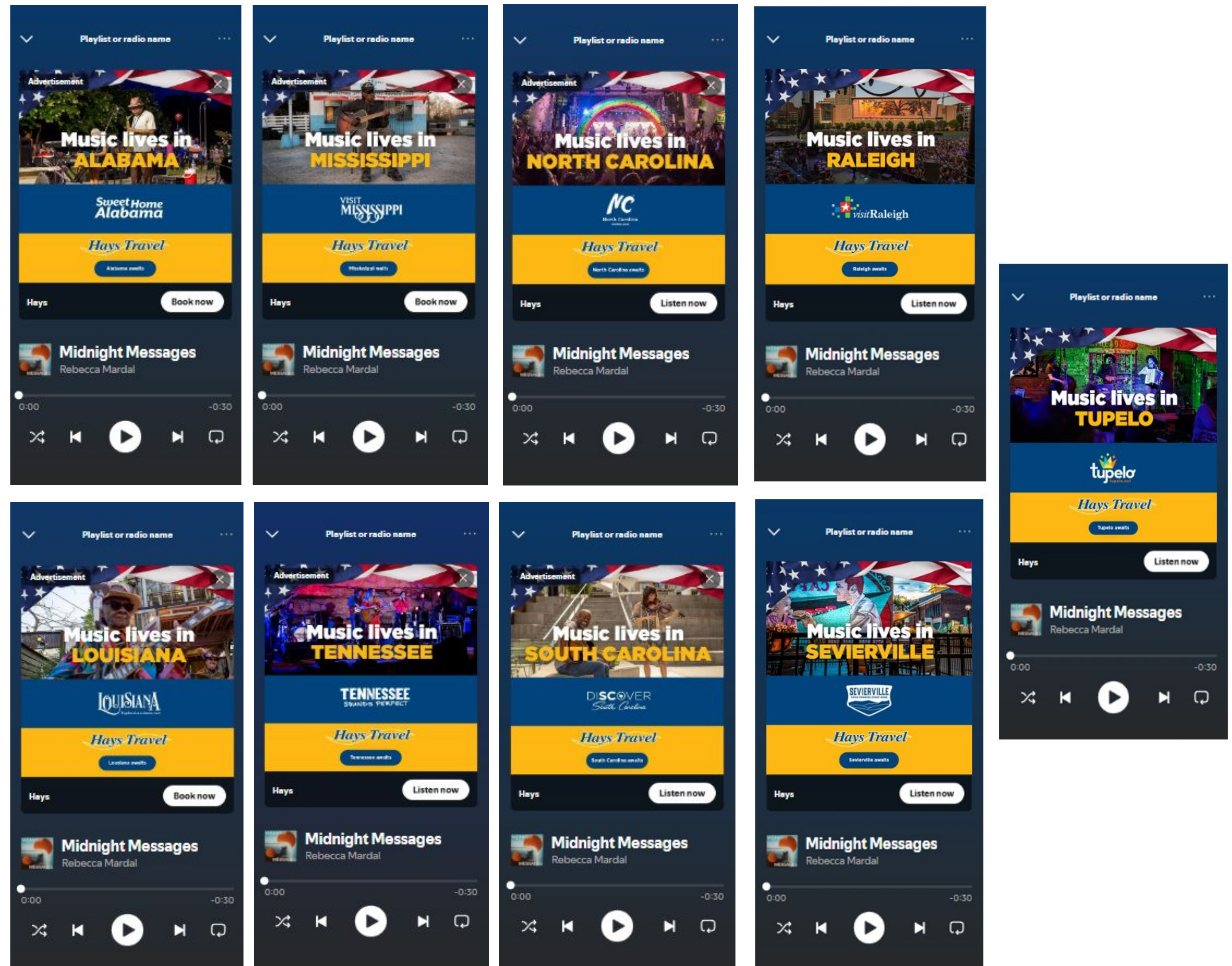
Spotify - Display

Performance stats

- Delivered: 3,055,979
- Reach: 2,417,126
- Clicks: 27,121
- CTR: 0.89%

Both audio and display formats achieved high reach, proving Spotify to be an ideal channel for top-funnel awareness.

While Display is effective for driving direct action with a significantly higher CTR, Audio ads are better for driving brand recall, since audio is non-skippable and Spotify users often aren't looking at their devices when using the app.



Window screen coverage - North Carolina

North Carolina ad featured across the full Hays Travel retail estate for 2 weeks from 13th October.

Weekly footfall average across all 450 windows is c.1m customers



Window screen coverage - Alabama

Alabama ad featured across the full Hays Travel retail estate for 2 weeks of 3rd November 2025.

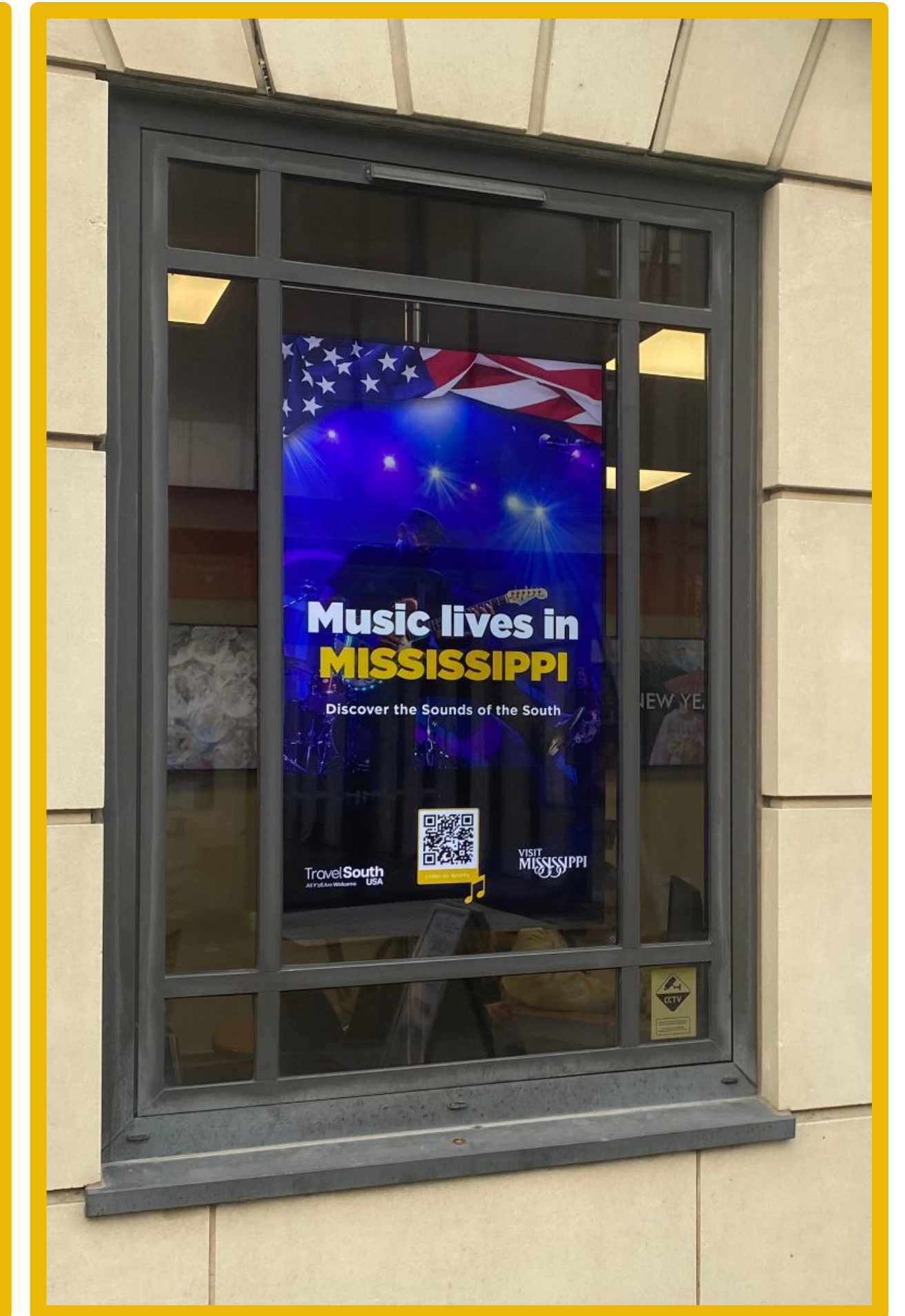
Weekly footfall average across all 450 windows is c.1m customers



Window screen coverage - Mississippi

Mississippi ad featured across the full Hays Travel retail estate for 2 weeks of 17th November 2025.

Weekly footfall average across all 450 windows is c.1m customers



Window screen coverage - South Carolina

South Carolina ad featured across the full Hays Travel retail estate for 2 weeks of 1st December 2025.

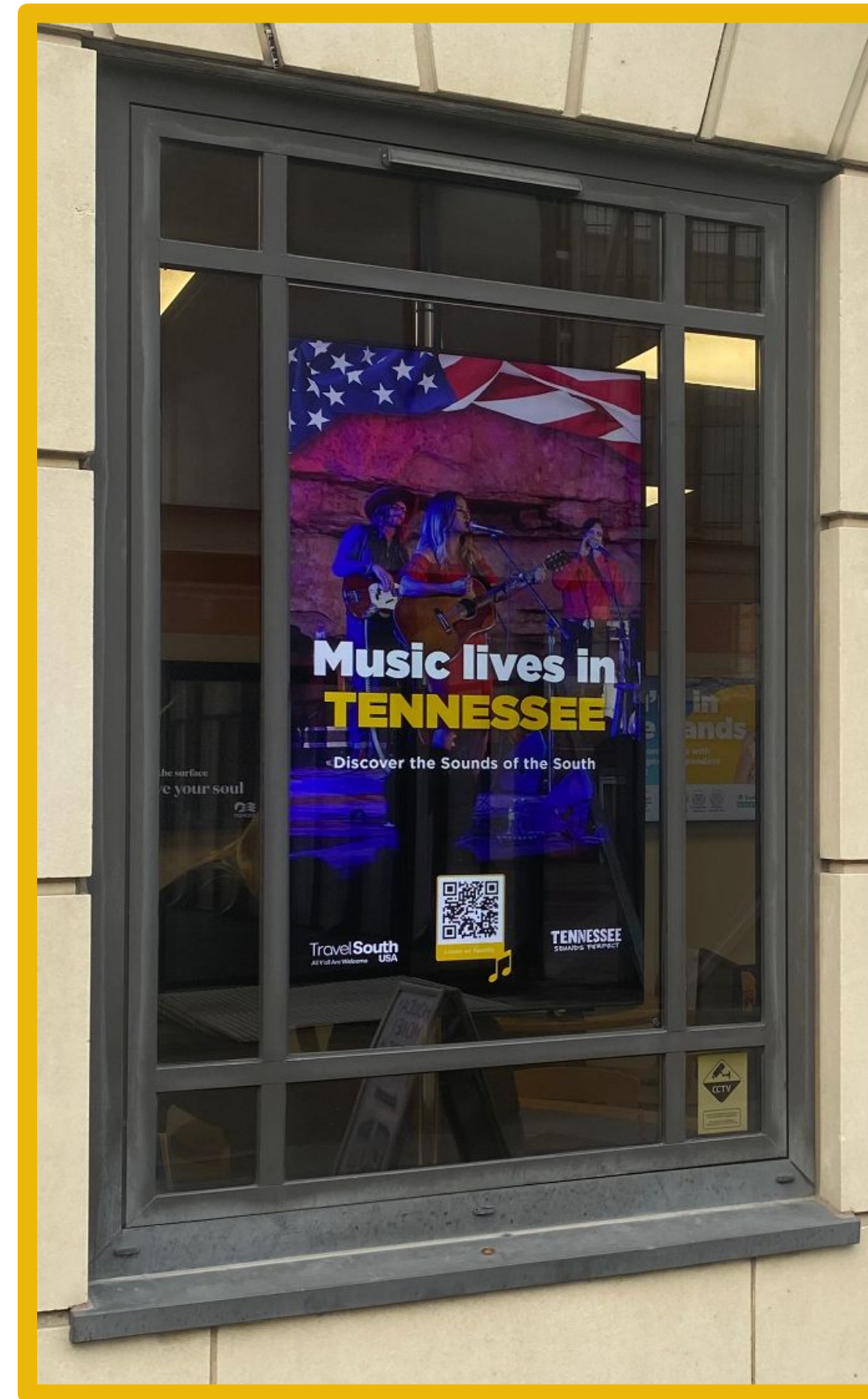
Weekly footfall average across all 450 windows is c.1m customers



Window screen coverage - Tennessee

Tennessee ad featured across the full Hays Travel retail estate for 2 weeks of 19th January 2026.

Weekly footfall average across all 450 windows is c.1m customers



Window screen coverage - Louisiana

Louisiana ad featured across the full Hays Travel retail estate for 2 weeks of 2nd February 2026.

Weekly footfall average across all 450 windows is c.1m customers



Solus email 1

Performance stats

Sent: Saturday 18th October 2025

Reach: 93,323

Opens: 36.89%

CTO rate: 5.77%



Discover the Sounds of the South

TravelSouth
All Y'all Are Welcome USA

Discover the heart and soul of America through iconic Southern states: Mississippi, North Carolina, South Carolina, Alabama, Louisiana, and Tennessee. Join us as we celebrate the rich history, vibrant cultures, soulful music, and unforgettable cuisine. Explore traditions, stories, and scenic beauty in carefully curated getaways.

Experience Southern charm like never before with Hays Travel.




Alabama Fly Drive
fr. £2,345pp

11 nights | July 2026
Flying from selected UK airports
Various Accommodation

Includes car hire

7 monthly payments of £328pp
with a £49pp deposit

[VIEW OFFER](#)



Louisiana by Motorhome
fr. £1,705pp

14 nights | September 2026
Flying from London Heathrow
Various accommodation & board basis

13nts in a C25 Motorhome with a 1 night Room Only hotel stay in Baton Rouge

9 monthly payments of £184pp
with a £49pp deposit

[VIEW OFFER](#)




Tennessee Fly Drive
fr. £2,635pp

14 nights | June 2026
Flying from selected UK airports
Various Accommodation

6 monthly payments of £431pp
with a £49pp low deposit

[VIEW OFFER](#)



Charleston, South Carolina & Food Tour
fr. £1,540pp

4 nights | Room Only | July 2026
Flying from London Heathrow
4* Francis Marion Hotel

Includes Downtown Charleston Food Tour

7 monthly payments of £213pp
with a £49pp deposit

[VIEW OFFER](#)



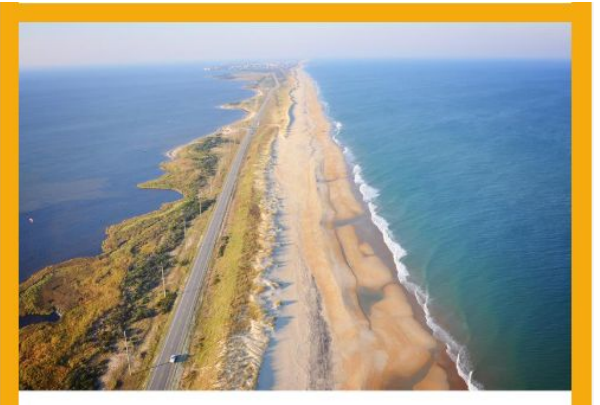
Mississippi by Motorhome
fr. £1,849pp

12 nights | October 2026
Flying from London Heathrow
Various accommodation & board basis

12nts in a C25 Motorhome with a 1 night Room Only hotel stay in New Orleans

10 monthly payments of £180pp
with a £49pp deposit

[VIEW OFFER](#)



North Carolina
fr. £2,329pp

10 nights | May 2026
Flying from London Heathrow
Various accommodation

Includes car hire for the full duration

5 monthly payments of £456pp
with a £49pp deposit

[VIEW OFFER](#)

Solus email 2


Performance stats

Sent: Tuesday 20th January 2026


Reach: 33,568

Opens: 38%

CTO rate: 3.25%



Discover the Sounds of the South



TravelSouth USA
All Y'all Are Welcome

Discover the heart and soul of America through iconic Southern states: Mississippi, North Carolina, South Carolina, Alabama, Louisiana, and Tennessee. Join us as we celebrate the rich history, vibrant cultures, soulful music, and unforgettable cuisine. Explore traditions, stories, and scenic beauty in carefully curated getaways.

Experience Southern charm like never before with Hays Travel.



Louisiana

fr. £1,895pp

10 nights | Room only | May 2026
Flying from selected UK airports

- Self Drive
- New Orleans Highlights - Beignets, St. Louis Cathedral, world-class art, and live jazz.

£150pp deposit

[VIEW OFFER](#)



North Carolina

fr. £2,249pp

10 nights | May 2026
Flying from selected UK airports
Various accommodation & board basis

- Self Drive
- Visit NASCAR Hall of Fame & U.S. National Whitewater Center

£150pp deposit

[VIEW OFFER](#)



South Carolina

fr. £2,069pp

10 nights | May 2026
Flying from selected UK airports
Various accommodation

- Self Drive
- Discover coastal charm, historic towns, and scenic natural beauty

£150pp deposit

[VIEW OFFER](#)



Alabama

fr. £2,297pp

11 nights | July 2026
Flying from selected UK airport
Various accommodation

- Visit Birmingham, Muscle Shoals, Huntsville, Montgomery and Mobile

4 month payments of £562pp
with a £49pp low deposit

[VIEW OFFER](#)



Tennessee

fr. £1,715pp

14 nights | September 2026
Flying from selected UK airports
Various accommodation
1nt stay at Hyatt Place Nashville Airport
13nts stay at Motorhome with Cruise America

7 monthly payments of £238pp
with a £49pp deposit

[VIEW OFFER](#)



Mississippi

fr. £1,659pp

12 nights | October 2026
Flying from selected UK airports
Various board basis
1nt stay at Wyndham New Orleans - French Quarter
11nts stay at Motorhome with Cruise America

7 monthly payments of £230pp
with a £49pp deposit

[VIEW OFFER](#)

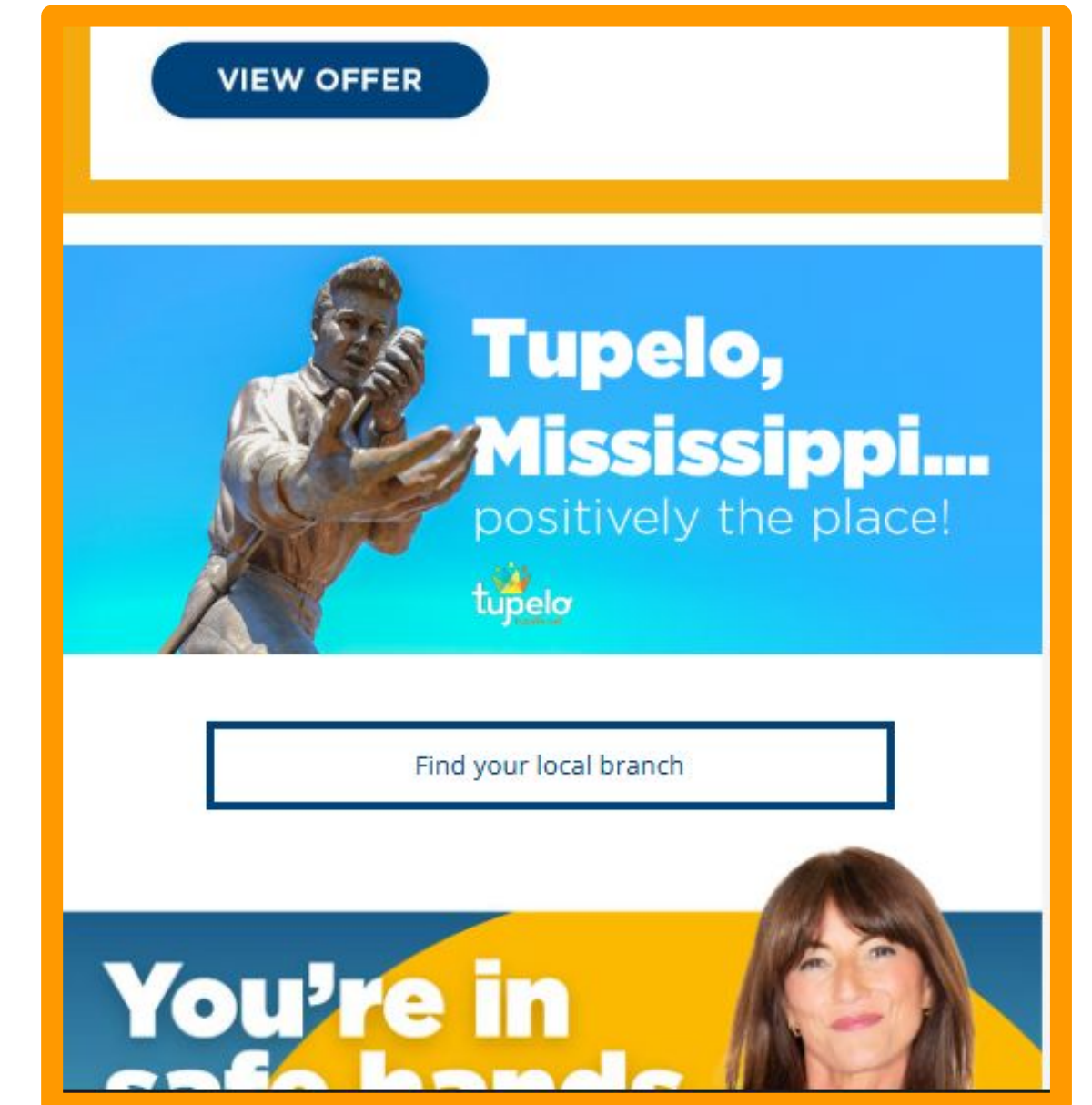
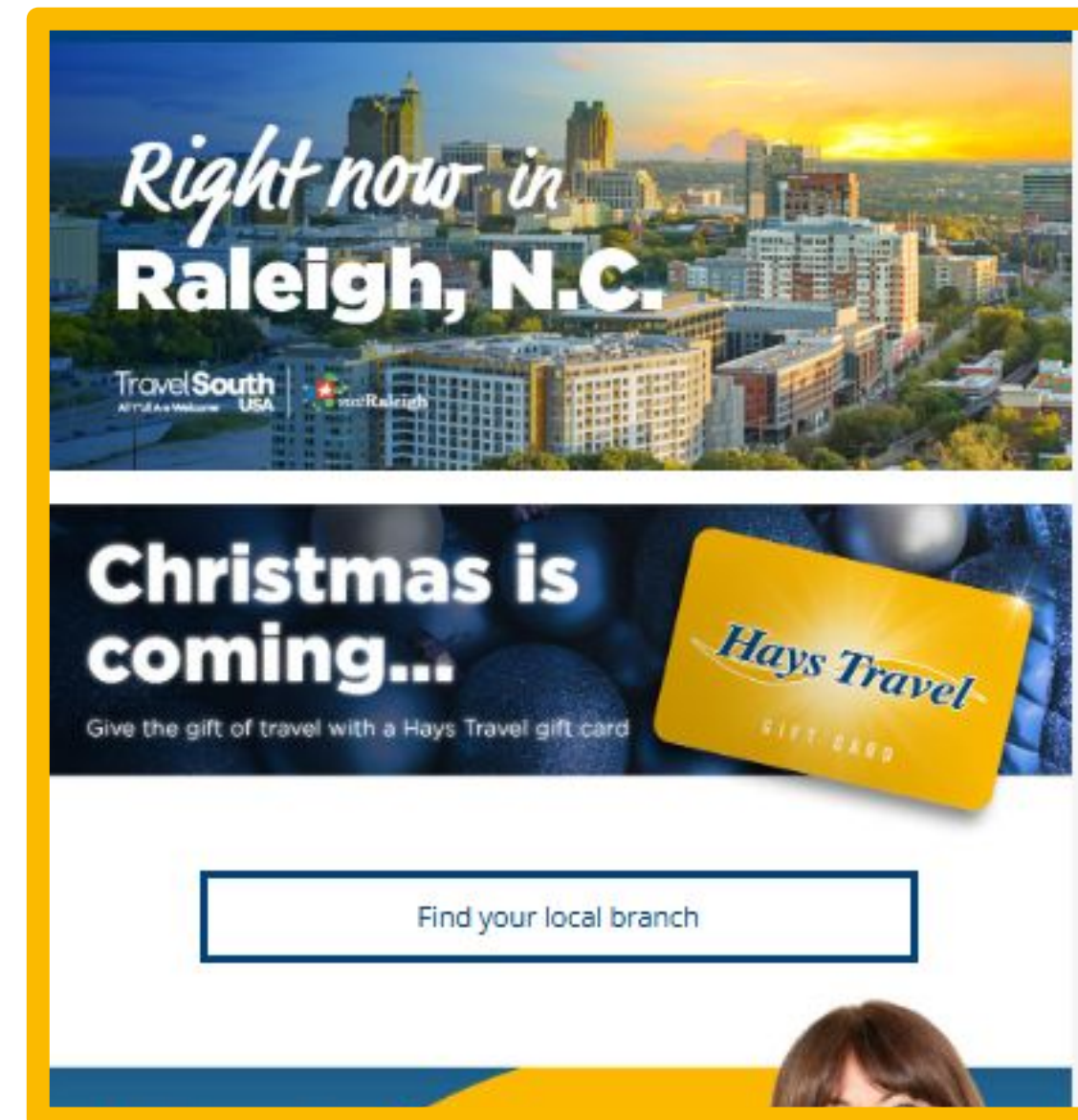
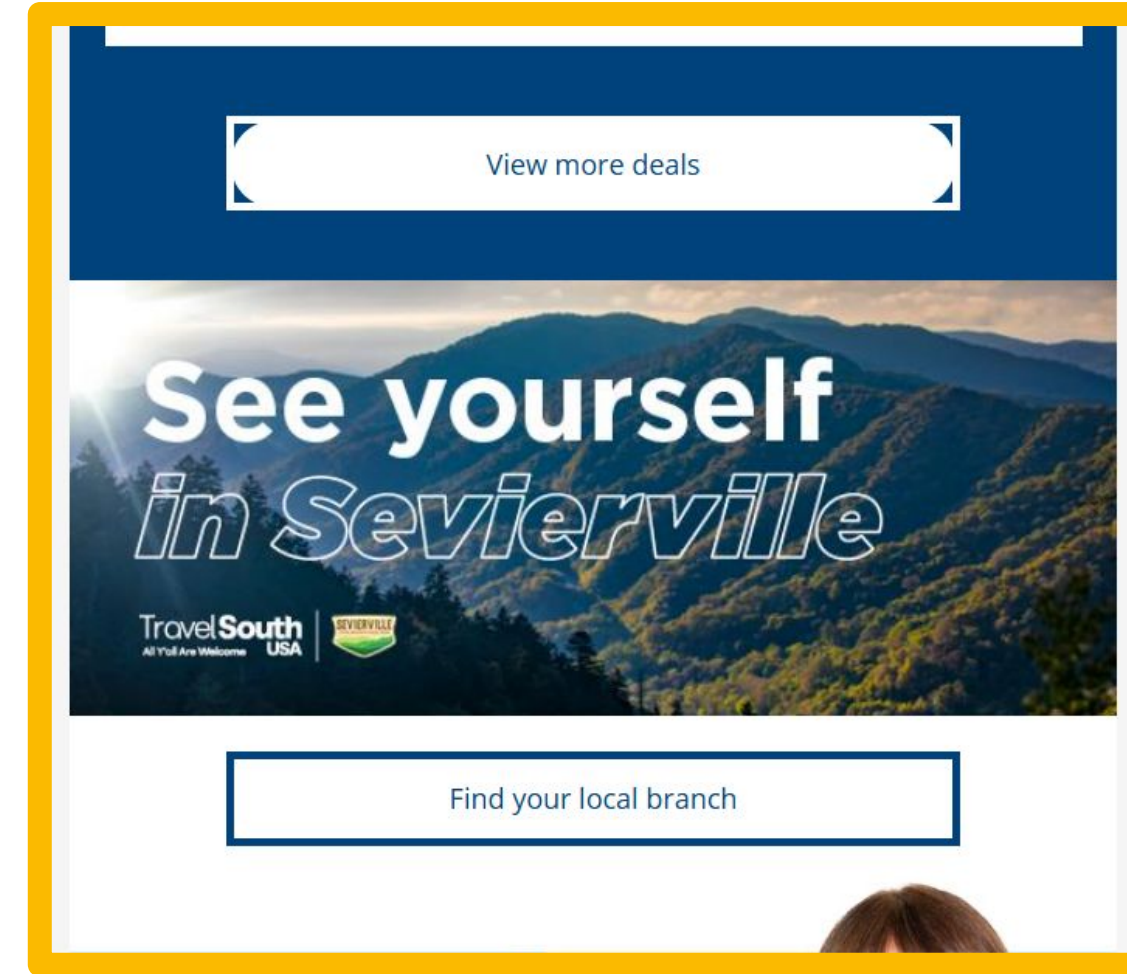
Email banner

Performance stats

Sent to 263k subscribers

55% Average Open Rate

1% Average Click to open rate



Campaign Summary

Commercial performance - *Based on in-house tour operator numbers*

- Passengers booked: 1,272 +38% vsly
- Total room nights: 5,493 +35%
- Total bookings: 530 +40%

These numbers are based on Vista sales during the period, we know that Vista represents c.15-20% of the total Hays Travel business to the Southern States.

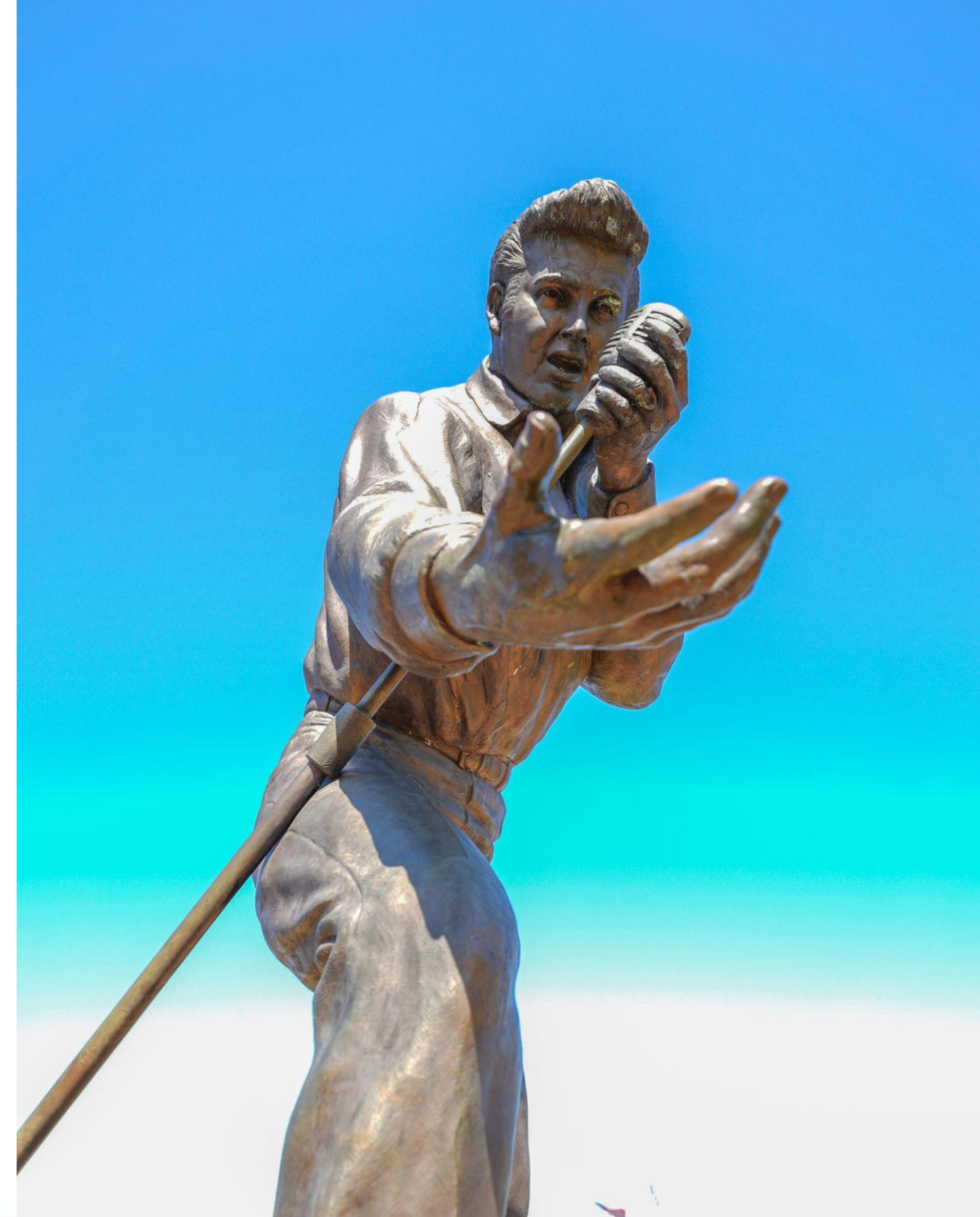
Forecasted in destination spend will be just under **\$3.1m**, based on the above Vista booking numbers, delivering a **ROI of just under 19:1** (\$19 for \$1 investment)*

Added value activity:

Through campaign optimisation, we were able to provide an additional activity to value of over \$318,000.

This resulted in Travel South states and partners receiving **over \$480,000** in activity for the \$164,000 in investment.

*Forecasted destination spend based on an average \$240pppd



Thank you

Andy Pickering

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Hays Travel

TravelSouth
All Y'all Are Welcome USA

